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PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, NOVEMBER 6, 1895.

No. 19.

Street Car

...Advertising



.....THAT'S ALL.....



CARLETON & KISSAM.



It —
Demands
Attention



And Secures It Too!

Not only for the present, but for the future as well.

The local weekly is as necessary to the country people as food and clothes.

They can and do get along without the daily, the magazine and the religious and city weeklies, but the local paper of their own town they must have.

The home in which cannot be found this local weekly is not worth asking the trade of; it's of no use to advertisers.

One million country homes are reached weekly by the 1520 local family papers of the Atlantic Coast Lists.

The New England, Middle and Southern States are thoroughly covered by these papers.

One order, one electrotype does the business.

Catalogue and full information for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, NOVEMBER 6, 1895.

No. 19.

"YOUR MONEY BACK IF YOU WANT IT."

BACKING UP ADVERTISING.

It seems a pity that so many merchants follow the shortsighted policy of failing to back up their advertising. They buy large spaces in expensive mediums, hire expert advertisement writers to get up convincing, honest-sounding, man-to-man (or woman) talks about their goods, the reputation of the store, etc., and yet when all of this preliminary work has accomplished its object—brought a customer to the store—they seem to forget the outlay of time, money and energy expended in getting that particular customer, and proceed to do and say the opposite of what, in their ads, they said they'd do if you would only "step into the store."

Advertising can only attract attention, arouse curiosity and induce prospective customers to call and look around. It can do no more (I'm speaking of city retail stores now), and when it does that much it has accomplished its mission. Should not merchants, then, be very careful to see that customers receive courteous attention, and find things "just as represented?" Of course they should. But are they? No, they are not. I think it's the exception where they give this matter half the attention it deserves.

This subject has been treated several times in *PRINTERS' INK*, but as I have some cases that are right to the point on both sides, I want to use them, and drive another peg for better and more courteous treatment of customers.

Rogers, Peet & Co., the clothiers, are known far and wide by their "money back if you want it." I confess when I first read it several years ago I didn't believe it. I thought there was some sort of a string tied to it. But I've learned to believe it, and I've learned to believe what they say in all

their advertising. They've never disappointed me in anything that I've found in their ads.

A friend of mine bought a suit there some months ago. My friend hasn't good taste, but he thinks he has. His wife has good taste, but her husband doesn't think so. She prefers that he wear tailor-made clothes; he thinks the ready-made article good enough. This suit that he brought home was a somewhat rough-looking affair, and after much persuasion his wife influenced him not to wear it, but to get measured by his tailor instead. He was ashamed to take the suit back, but told his wife if she did she could have the money. When the suit was returned to Rogers, Peet & Co., the money was handed over without asking, "Isn't there something else you would like instead?"

Another case: Mr. S., an advertising friend of mine, bought six shirts of the same firm. Six months after, while in the store making other purchases, he told the salesman that the neck-band of one of the shirts was defective. Although the shirt had been laundered several times, he was told to bring it in, and get another shirt or his money back.

Mr. S. (the same man who had the shirt experience) bought a pair of Burt & Packard \$5 tan shoes last May. After wearing them three months he discovered a defect in the leather. He took the shoes back and after the defective one had been examined by the salesman another pair was handed over to Mr. S. He felt that this was too generous and refused to take them, but requested that a credit be given him on the next pair he purchased. The other day he bought a \$10 pair of waterproof shoes and an allowance of \$3 was made because of the defective pair. The salesman wanted to allow more, but Mr. S. wouldn't accept it.

Mr. S. is continually sounding the praises of Rogers, Peet & Co. and

Burt & Packard. These firms have his trade permanently and the trade of many of his friends who cannot help but be influenced by the enthusiastic encomiums he piles upon the stores whenever talking clothing or shoes.

Here are some on the other side. A lady whom I know bought a silk dress at Daniells' and although she had it six months she had worn it but four times. It was quite high-priced silk, but she discovered that it was very defective. As it had been excellently cared for she thought that she would step into Daniells' store and show them how poorly the silk was wearing. She spoke to the floor-walker, Mr. A., who took her to Mr. B. at the black silk counter; Mr. B. said that was the wrong counter and sent her back to Mr. A., who took her to Mr. C. at still another counter. Mr. C. hemmed and hawed, asked the price, exact day it was purchased, etc., and wound up by telling her that the silk was never purchased in their store. This too, to a lady, who had been extremely patient and courteous through it all. Mr. C. called in Mr. A. again and after a consultation she was taken to Mr. D., who made a specialty of adjusting claims—a sort of a "claim-agent," as it were. Mr. D. had to find the counter at which it was sold and after getting in the wrong place once more the clerk who made the sale was found. He admitted that the silk had been bought there, but that the dress must have been out in a soaking rain, or else it would not be in such a condition. She told the clerk it was a comparatively new dress and had been worn but four times and had received the best of care; that it had never been wet, that it must have been a defective piece of goods. The clerk wouldn't take back his statement. Neither was an apology forthcoming from the other clerk who had told her that she wasn't telling the truth when she said that the goods were bought there. Two different clerks had called her a liar, she had been sent from one to another of six different people, until at last utterly disgusted she left the store. I've heard her telling several friends about it and they all were surprised at such treatment "from such a reliable store as we thought Daniells' was."

Daniells has not only lost the trade of this particular lady, but several relatives and a half dozen friends, and the

worst of it is, they're all telling about it yet.

The last case is my own: I bought a \$1.75 pair of gloves in the furnishing store of Woolf & Co., on Broadway. There was a sign near the glove counter which stated that the firm stood behind every sale, and the clerk warranted the gloves. I left town the next day for a Western trip. While on the train I noticed a little hole in the leather. On my return to New York, three weeks later, there were several holes in the leather and several bad rips. The gloves appeared bright and new and had every indication of good care and but little wear, yet the clerk from whom I bought them (and the man who "pon his honor" warranted them) endeavored to brow-beat me and claim that they had received hard usage, and finally, as a great concession, offered to allow me *fifty cents* toward a new pair! I've never traded there since, and I've influenced others to stay away.

A broad-gauge, liberal policy in the retail business will always pay. A policy of courteous treatment of customers—especially if they have complaints to make—will always pay.

There would be fewer complaints about advertising not paying if customers were treated right.

W. J. KINSLEY.

ADVERTISEMENTS THAT "HAVE INFLUENCED ME."

By Joel Benton.

It has been a frequent fashion of late in various periodicals and magazines to print articles by writers who are supposed to be notorious or distinguished upon the books or persons that "have influenced me." The result of these aggregate experiences, it must be admitted, has left little to instruct us or to remember, but this is no proof that a series of confessions from people who are not notable on the advertisements which have influenced them might not be admonitory or impressive.

We—all of us who know the alphabet—read the papers and magazines. Some of us read a good many of them, both foreign and domestic, and we do not skip the advertisements. If we don't hunt for them, they at least hunt for us, and constantly hit us by the force or felicity or adroitness of their appeal. Some are tame, perfunctory or indifferent, and some we find wooing and seductive.

I confess there are many which I must pass over, as they are nerveless and stale, and seem to have nothing in them to attract or to offer. But there are some which haunt me forcibly, as the horse car advertisements of the "conductaire" and "passengair," and so forth, transfixed Mark Twain. One which I turn to first in the New York dailies, and which I read before I do the news or anything else—unless it be the election returns—is Rogers, Peet & Co.'s daily talk to the public. But it really seems not so much "to the public" as it does to me. And that is one of its most effective points. It is always to be found within a certain limited field of the paper; it stands out conspicuously among its fellows; it is never more than brief; its type arrests you and is easy to read, while the artist who presides over the top of it has his little dash of appropriate figure—sketching, light or humorous—to make you see the argument. Tomorrow the scene shifts and there is in its place another "human document." It has, too, a certain frank sincerity which almost makes you want to buy a suit of clothes that you don't immediately need. Its imitators advertise it more than themselves.

Then there is the Ferris Ham announcement. The implication after that "But" has become now pretty well imbedded in the memory. Even a pretty strict Hebrew might be glad, for once, to find out just what the Paradise in that dash is, which he is frankly told costs a little more—provided he shouldn't miss another Paradise by just tasting of the article. Being a patron of hotel tables, I do not know myself.

Wanamaker's early advertising used to take hold of me, but I do not see enough of the kind he employs at present to characterize or feel it. Just now the Hilton, Hughes & Co.'s broadsides I am compelled to read with attention. These, of course, appeal, in the main—in a practical way—to the feminine shopper, and they hit their mark, if the number of women who get off the Fourth avenue and Broadway cars just opposite their store is sufficient evidence of the statement.

Many of the soap advertisements compel my perusal whether in the magazines or in the street cars. There was a Quaker jingle—a sentimental little quatrain—on Ivory Soap the other day in a car-space that was exceedingly

seductive. It had a "nor" for an "or," if I remember, if not the reverse; but in all other respects it was flawless. Boardings and scrawls on the face of Nature either don't interest me, or absolutely (in some cases) repel. It would seem as if sermons in stones and near the running brooks, of this particular kind, would be better left unpreached. At the foot of the elevated railway stairs Hood's Sarsaparilla placard may be counted as an exception. Nothing is there that can be desecrated; and the frequent flesh-colored children's faces in the picture are worth the passenger's attention.

The innocent nudity of the infants invoked by the Mellin's Food folks and their competitors is so pretty and apt that one must always pause to see its purport and felicity. To cause people to do this is to make a pleasant and memorable impression.

Scott's Emulsion I know all about by its brief pica advertisements, which I have never skipped. You won't buy the article though until you are physically attacked. It may be ever so good, but one must be ill, or below par, to need to try it. As Josh Billings said of a Newfoundland dog, "You must have two or three small children and a pond" to make him useful or necessary. But one remembers the well advertised article when the need comes. At that moment it will reverberate in the memory.

I have been so overwhelmed by "Printers Ink Jonson," who must be a relative of "rare old Ben Jonson"—since both are Jonsons without the *h*—that I should certainly order one of those kegs of ink in some color, if I had any earthly use for it. He tells his story the most straightforwardly and earnestly of any one I know of among current advertisers. I don't know, and have no means of knowing, how true it is; but it interests me as a trip-hammer would that should drive a nail through a two-inch oak plank, and then clinch it on the opposite side.

"There are others," but, for the moment, these are sufficient.

Only one remark more needs to be offered. An advertisement can be made so seductive and readable that I must continue to read it whether I want the thing it advertises or don't want it. In fact, the live advertiser is now a sharp competitor of the reading-matter purveyor in the race for entertainment.

WITH BRITISH ADVERTISERS.

By Henry Cowen.

To take Time by the forelock is a commendable action, and already the usual channels of publicity are flooded with a choice array of Xmas ads. The monthly magazines appear to be carrying much more advertising than ever before, and the shrewder firms are occupying two pages, as, in the event of one page being skipped, the other can scarcely be neglected.

* * *

It seems to me that we have an advantage over here in postal facilities, which ought to be made better use of—that is the parcel post. A parcel weighing one pound can be transmitted expeditiously to any part of the kingdom for three pence (approximately six cents). Above this weight, and up to a maximum of eleven pounds, the rate is three cents for each pound. Those who do a mail order business in the United States will at once see that the possibilities of building up trade are tremendous.

* * *

Messrs. C. I. Hood & Co., of Lowell, Mass., have now entered the advertising arena over here in earnest, and are paying equal attention to their pills and sarsaparilla. The latter is rather an unfortunate appellation for a serious bona fide medicine, as it is the name given to a nasty concoction generally to be met with at fairs and rustic gatherings, etc., and vended at the low price of one penny per pint bottle. It evidently agrees with the rustic palate, as his physiognomy indicates while he empties the contents. It is true there has been at least one sarsaparilla sold as a medicine for a long time, but its popularity among the classes who read advertisements is limited. Should, therefore, Messrs. Hoods' preparation "take hold" it will be one more point in favor of the power of advertising in overcoming the prejudices of the public.

* * *

The advertising done by the cycle makers during the past season has been an improvement on anything previously attempted in these dominions. The extended course which they have taken has had the curious effect of making it imperative for the watch-making fraternity to enter the lists. Why? Because when a boy becomes a youth,

say fifteen, it was the custom a few years back to present him with a watch, but such are the changes of the times that he is quite pleased to allow time to take care of itself, and states his preference for a wheel. Perhaps sensational advertising as applied to cycles has reached its limit as it appears in the window of a cycle depot. There, upon two saddles, presumably to show their perfect adaptability to the human frame, the lower portion of a couple of skeletons are seated in grotesque gruesomeness.

* * *

The London General Omnibus Company are cultivating their patronage for car signs, and are giving this source of revenue especial attention. I have been able to obtain some interesting particulars as to the profits, and from these it seems that each 'bus earns a net profit of \$165 per annum. The total amount received during the first six months of this year exceeds that of the corresponding period of last year by \$6,850. It cannot be said that this system of seeking publicity has ever been thoroughly taken up over here, and, therefore, these results must be gratifying to the 'Bus Company.

* * *

The insurance companies have commenced a vigorous winter campaign, more particularly in favor of their life business, and are putting forth some creditable advertising, although some of it cannot be called judicious. For instance, one company offers to effect insurances "under cost price," whatever that may mean. At all events, people are apt to look askance at *anything* sold at less than it actually costs. One good feature is the addition to most announcements of the list of local agents for a considerable radius from the town where the paper containing the ad is published.

A RICH MAN.

They had just arrived in Brooklyn from the Island. They walked across the great bridge. As they neared the New York side they stretched their necks and viewed the massive buildings.

"O, he must be rich," she ventured.

"Who?"

"The man who owns all those buildings."

"One man don't own them all."

"O, yes, he does," she assured him.

"How do you know?" he asked.

"Because," she said, "his name is on them."

"I guess that's so," he agreed as he looked up at a sky-scraper. "Mr. Castoria must be pretty rich."

*Advertising
Mediums for
Frauds and
Humbugs*

There are plenty of them, but

The Sun

is not one ; its readers
are too intelligent—
but for honest goods,
needful things, THE
SUN brings customers
of means and custom-
ers who continue.



The Sun

New York

....*The*

*SAN
FRANCISCO*

CALL.

“It Speaks for All.”

*D. M. FOLTZ,
Eastern Representative,
Office: 34 Park Row.*

*CHARLES M. SHORTRIDGE,
Editor and Prop.*

NO MORE

Kicking

"HARD TIMES" is now a thing of the past. The Merchant who did most of the kicking about "DULL TRADE," "NO BUSINESS," etc., has changed his tune and now he is enjoying the boom. Business is picking up. Times are improving all along the line.

Wake Up! Prepare! !

HUSTLE!!!

Push your business, put yourself before the people. Advertise. Do it judiciously and systematically, but put it where it pays.

Louisville

...Truth

Is enjoying an unprecedented boom. In the past six months the circulation of Truth has almost doubled itself. It is the leading Sunday newspaper and is now in its twelfth year.

If you want to Reach the
Buying Classes

You must advertise in Truth. It is read by the very best people of Louisville and surrounding territory; people who have money to spend. The kind of trade that pays.

You take no chances
when you put it in **Truth...**

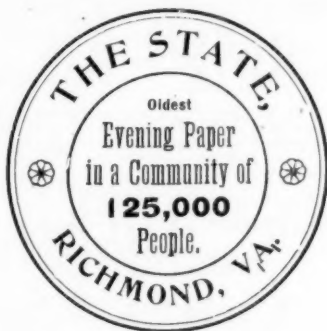
—)ADVERTISING RATES OF(—

H. D. La Coste,
38 Park Row,
New York.

Special
Newspaper
Representative.

New York Office, 38 Park Row.

Daily 10,000.



Weekly 5,000.

H. D. LA COSTE, Manager.



NEW YORK, NOV. 6, 1895.

*Mr. Shrewd Advertiser,
Anywhere,
United States.*

DEAR SIR—We desire to invite your especial attention to the "STATE" as a desirable medium for use in extending the sale of your goods in Richmond. It is essentially a local paper—its local circulation being greater than that of any other paper in that section—and completely covers the homes of that city. For twenty years it has been a bright, progressive evening paper and wields an influence that makes advertising in its columns profitable. Rates for space are reasonable and we will take pleasure in submitting price for any desired line of advertising. Trusting you will carefully consider the merits of this paper when covering this section, we remain,

Yours respectfully,

H. D. LA COSTE.

P. S.—Send for file of paper—it speaks for itself.

The Tacoma Daily Ledger..

Is the only real newspaper published in the smart city on Puget Sound through which 80 per cent of the tea imported from China and Japan for the United States and Canada has been brought this year. This may sound like a big story, but the Customs returns will speak for the tea, and advertisers who have patronized the Ledger will speak for it. So will



St. Paul... ...Globe

is one of the most successful daily newspapers in the Northwest.

Why?

Because it has all the elements which contribute to furthering its value as an advertising medium, being up to date in every respect and always giving authentic and reliable news to its subscribers. It is impossible to cover the Northwest unless you use this medium.

Write us.



Eastern Office,
517 Temple Court, N. Y.

C. E. ELLIS,
Manager.

PAPERS THAT PLEASE, PAY.

Reaching People

Now is the time when farmers' families are spending money. The crops, the hogs, are sold, and direct returns come to advertisers. To reach them—165,000 first-class families—use

FARM NEWS,

the paper that pleases and pays. Have you seen the November issue? Look at it once through a farmer's eyes and you'll understand. : : : : : :

.....
THE HOSTERMAN PUBLISHING CO.,
Springfield, Ohio.

Eastern Representative
PHILIP RITTER,
American Tract Society Bldg.,
NEW YORK.

Prompt Pay Wins the Day

Ask any newspaper man to name the one advertising agency that always pays its bills on the minute they are due and presented. Ask yourself whether a reputation of being the promptest pay of any, extended and sustained over thirty years, is or is not worth something in obtaining best service at the lowest price. If the answers are favorable to the undersigned and you wish to do some advertising

ADDRESS

THE GEO. P. ROWELL ADVERTISING COMPANY,
NO. 10 SPRUCE STREET, NEW YORK.

THE CO-OPERATIVES.

President Beals, of the Atlantic Coast Lists, thus defines the co-operatives:

"Local and country weekly journals may be divided into two classes—the all-at-home prints and the ready-prints. The former are printed entire in the office of publication—generally with the aid of many columns of stereotype plates of reading matter—and the latter on the co-operative plan. In order to utilize a list of all-at-home prints the advertiser must deal with every paper separately, which would scarcely be more profitable than sowing oats or barley by planting every grain of seed separately. In advertising in a co-operative list of newspapers, but one electrotype is required for the entire list, only one contract need be made, and one check pays for the space, which costs the advertiser far less than the actual cost of setting up the advertisement in the same number of home-print papers. The co-operative paper has generally a larger circulation than the home print, and, in most cases, is as superior to the latter as the daily journal which secures a portion of its matter from the news and literary agencies is superior to the journals which do not. The co-operative lists bear the same relation to the country weekly that news bureaus and literary syndicates do to the metropolitan daily, in that they enable the publisher to issue a superior paper at a comparatively small expense. Co-operative lists are, therefore, the practical and profitable mediums to employ in appealing to the people living outside the large cities."

For more than thirty years co-operative papers have been in use, and their advantages to both publishers and advertisers have been demonstrated by their steady yearly growth in number, so that to-day, of the more than 11,000 country weeklies in the United States, about 8,000 are published upon the co-operative plan. The Chicago Newspaper Union is the pioneer in the newspaper co-operative business, its Milwaukee list having been established in 1864, the first co-operative list in this or any other country. More than a million dollars are invested in the various corporations engaged in furnishing these partly printed sheets to the local publishers. So large a capital is required to successfully establish and maintain a co-operative list that few care to hazard such an enterprise,

and the work is now concentrated in the following associations:

| | No. of papers. |
|--|----------------|
| Atlantic Coast Lists..... | 1,520 |
| Printing houses in New York, Boston, Philadelphia, Pittsburg, Baltimore, Charlotte, Atlanta, Birmingham and Vicksburg. | |
| Chicago Newspaper Union..... | 1,450 |
| Printing houses in Chicago, Milwaukee, Fort Wayne, Madison, York (Neb.), Sioux City and Indianapolis. | |
| Kellogg Newspaper Co..... | 1,953 |
| Printing houses in Chicago, Cleveland, Memphis, Kansas City, Cincinnati, Minneapolis, Wichita, Little Rock and St. Louis. | |
| San Francisco and Northern Pacific Union..... | 190 |
| Printing houses in San Francisco and Portland. | |
| Western Newspaper Union..... | 2,569 |
| Printing houses in Omaha, Des Moines, Lincoln, Detroit, Dallas, Wichita, St. Louis, Houston, Fargo, Chicago, Kansas City, Aberdeen, St. Paul and Denver. | |

From an advertiser's standpoint, the co-operatives offer many inducements over papers of the same class known as "home prints." They are above the average in circulation, and the principal lists show that 60 per cent of them are the only papers in their respective towns. For country advertising there can be no question, making allowances for all objections, as to the advisability of using the co-operative lists. This is clearly set forth in the following statement by the Atlantic Coast lists:

"Suppose you wanted to insert a four-inch electrotype in 1,520 papers one week:

| | |
|--|----------|
| Cost of 1,520 electrotypes, wooden base..... | \$182 40 |
| 1,520 mailing boxes for the electros.... | 22 80 |
| Postage on the electros..... | 136 80 |
| Wrapping and addressing electros.... | 25 00 |
| Postage, two letters to each paper..... | 60 80 |
| Letter paper and envelopes..... | 10 00 |
| Clerical labor and correspondence.... | 76 00 |

\$513 80

"Assuming that each paper would charge for four inches but one dollar, \$1,520 would be the advertising bill—add this to \$513.80—and the grand total becomes \$2,033.80. For \$288 and one electrotype you can have the four inches inserted one week in the 1,520 local papers of the Atlantic Coast Lists, being less than nineteen cents per paper."

The co-operatives, as shown by the various catalogues, are distributed in the different States about as follows:

| | |
|---------------|-----|
| Alabama..... | 115 |
| Arizona..... | 6 |
| Arkansas..... | 138 |

| | |
|---------------------------|-----|
| California..... | 91 |
| Colorado..... | 143 |
| Connecticut..... | 39 |
| Delaware..... | 10 |
| District of Columbia..... | 7 |
| Florida..... | 54 |
| Georgia..... | 132 |
| Idaho..... | 22 |
| Illinois..... | 708 |
| Indian Territory..... | 34 |
| Indiana..... | 351 |
| Iowa..... | 640 |
| Kansas..... | 504 |
| Kentucky..... | 71 |
| Louisiana..... | 87 |
| Maine..... | 13 |
| Maryland..... | 72 |
| Massachusetts..... | 94 |
| Michigan..... | 355 |
| Minnesota..... | 287 |
| Mississippi..... | 153 |
| Missouri..... | 398 |
| Montana..... | 7 |
| Nebraska..... | 499 |
| Nevada..... | 2 |
| New Hampshire..... | 28 |
| New Jersey..... | 77 |
| New Mexico..... | 11 |
| New York..... | 238 |
| North Carolina..... | 75 |
| North Dakota..... | 79 |
| Ohio..... | 344 |
| Oklahoma..... | 103 |
| Oregon..... | 47 |
| Pennsylvania..... | 266 |
| Rhode Island..... | 15 |
| South Carolina..... | 35 |
| South Dakota..... | 106 |
| Tennessee..... | 119 |
| Texas..... | 320 |
| Utah..... | 8 |
| Vermont..... | 22 |
| Virginia..... | 80 |
| Washington..... | 44 |
| West Virginia..... | 62 |
| Wisconsin..... | 304 |
| Wyoming..... | 16 |

There are two co-operative lists in Canada—one in Toronto with about 200 papers and one in Hamilton with 60.

THE CHOICE OF MEDIUMS.

By John C. Graham.

Good advertisement writing requires art, but the placing of advertising requires more than that—more care, more practical experience, more perpetual vigilance. Ad-smiths of the present day are apt to crow over their talents, real or imaginary, and many of them believe, or feign to believe, that the advertising world revolves around them, and that they are the body, soul and brain of the art of publicity making.

Their work is important only when well done, and even their best performances can easily be rendered useless if wrongly placed. If the writer of advertising is worth \$100 per day, the placer of it should be worth twice that amount. His knowledge of publications and circulations, his skill in selecting, his experience as to character

of circulations, and the proper localities in which to advertise certain goods—all these are worth far more to the advertiser than the most brilliant matter the ad-constructor can turn out.

That is why I often wonder at the inexperienced advertiser who doggedly and foolishly "goes it alone," and manages, or rather mismanages, his advertising so as to "save" the percentage an agent would charge for his services. If such advertisers would only keep track of the leakages and losses during a year, they would find that the "savings," deducted therefrom, would leave quite a comfortable sum. Then take into consideration the loss of time, the trouble and annoyance of extra bookkeeping, cost of clerk hire, etc., and you have additional reasons for wondering why a man should be so foolish as to think himself in pocket by doing indifferently himself what could be well done by others at less cost.

The shrewd placer of advertising proceeds on a logical, common sense course of reasoning, thus: "I have a good article to sell. It is of use to a certain class of people. It is of use only at certain seasons. I want to reach that particular class of people—no others are of service to me. I want to reach them at a particular season—no other is of service to me. I have so much money to spend in advertising. Now, how can I reach the most of this particular class for the least money?" With that object in view, he selects the mediums he will use. Big circulations cut no figure at all with him unless they reach the particular class of people he needs. He cheerfully pays for a circulation of 10,000 more than he would pay for another of 100,000, because the smaller circulation covers a likely field for his sales—the larger one is of a kind that would be barren of results. Your inexperienced merchant never thinks of this. He would choose the larger circulation and waste his money. He does not stop to consider quality; he is after quantity—the most he can get for the money—whether it is worth anything or not.

I once had a dear friend who lost his life on the Alps because he thought he could do without a guide and save the fee.

Many merchants are nowadays losing their money fast in advertising, because they "go it alone," thinking to save the agent's fee.

BUSY

- the cotton oil mills
- the iron foundries
- the rolling mills
- the machine shops
- the stove works and cotton mills
- the candy and cracker manufacturers
- the iron furnaces and the charcoal works of

NASHVILLE

the capital city of Tennessee—the commercial and manufacturing center and the seat of learning of the New South. Its 80,000 people are getting good wages and the buying mood is upon them. Advertisements in the

Nashville American

have most weight with them—because its influence is the greatest and its circulation is the largest in Nashville and Central Tennessee. Its daily circulation is 20,300, Sunday 12,200, and semi-weekly over 15,000.

J. E. VAN DOREN SPECIAL AGENCY,

Publishers' Direct Representatives.

Tribune Building, NEW YORK. Masonic Temple, CHICAGO.

One of the oldest and best-known papers of the South,

essential to advertisers who desire to reach the people of the Gulf Coast, having a monopoly of circulation in Southern Alabama, Mississippi and Western Florida, and covering a field peculiarly its own, is the

Mobile Register

Advertisers can reach the population of this large territory through no other medium. That advertising in it pays is proven by the habitual and continued use of its columns by both general and local advertisers.

J. E. VAN DOREN SPECIAL AGENCY

Publishers' Direct Representatives.

Tribune Building, New York. Masonic Temple, Chicago.

ELECTION ADVERTISING.

Editor of PRINTERS' INK:

The advertising matter put out by candidates at election time was formerly of the crudest and most hackneyed character. It was the same old thing over and over again, with scarcely any difference except the candidates' names. Party vituperation and stock arguments that had long lost their force formed the bulk of the reading matter. But nowadays the ad-smith has penetrated even into politics. His facile pen has transformed election literature from weak verbiage into scintillating paragraphs—trenchant and straight to the point.

The ads of the two great parties in Brooklyn are all good. Speaking without prejudice, I think the Republicans have a little the best of it from an advertising point of view. They use fewer words and display them better. Here are a few samples of them:

FAT FORTUNES
WERE
MADE
OUT OF
YOUR MONEY
UNDER DEMOCRATIC GOVERN-
MENT.
VOTE REPUBLICAN!

Only thirteen words in that, but it is a strong one. Here's another:

TWO YEARS AGO
PLUNDERING
WAS STOPPED
IN THIS CITY.
DON'T TURN BACK!
VOTE REPUBLICAN!

And a third is briefer still:

ARE YOU TIRED
OF HONEST
CITY GOVERNMENT?
IF NOT,
VOTE REPUBLICAN!

The Democrats confine themselves to facts and figures about taxation and its increase under Republican rule; they assert that the Republican party is the enemy of education, because it has not improved and extended the school system, and they revile their opponents because they have purchased costly park lands which are not now needed. I have no space to cite samples of the Democratic literature, but, in their own style, they are just as potent and attractive as the posters shown above.

JOHN C. GRAHAM.

IN GOTHAM WINDOWS.

Editor of PRINTERS' INK:

A music store in Harlem, which is pushing the song "She's the Dearest Old Grandma," has a real grandma and a winsome curly-headed boy of about three years in the window. The crowd is overwhelming at all times.

A millinery store on the same street has fifteen different ladies in wax in the window, each wearing a different triumph in millinery.

G. T. C.

ELECTRIC DIAMONDS.

NEW YORK, Oct. 29, 1895.

Editor of PRINTERS' INK:

A machine store in upper Third avenue has in its window a waxen maiden, around whose neck is a necklace of small incandescent lamps, and whose hair contains a number of the "bulbs." When these are all lighted suddenly, the effect is superb, giving the impression of so many diamonds.

G. T. C.

AT THE HUB.

BOSTON, Oct. 1, 1895.

Editor of PRINTERS' INK:

Boston sidewalks are mainly laid with brick of a dull red color. An alert firm has taken advantage of this to draw attention to their store. They have had the sidewalk relaid with red and cream brick in alternate rows, and as it is the only walk so laid in the city, it is already creating much comment. It is, besides, distinctively eye-catching and pleasing. A groceryman has attracted attention to his prices (and that is what he was fishing for) by hanging out a big bunch of price lists beside his door, and placing over them a large black and yellow placard reading:

TAKE TWO!

A fish store near Faneuil Hall makes a specialty of having each day some specimen of the odd, rare or curious fish on exhibition in their window. Lately they had a sword-fish eight feet long, and on his back a platter of tiny little fish about one inch long. Such displays fix the location of a store in one's mind, since we are all prone to tell our friends of the wonderful things we see.

I saw to-day a man leading two brown dashunds in leash up Washington street, and both dogs wore yellow blankets, with either side lettered in black, "Nervease cures Headache."

E. L. SMITH.

Codman Building, Boston, Mass.

A SURPRISE

NEW YORK, Oct. 11, 1895.

Editor of PRINTERS' INK:

The inclosed ads from *Town Topics* of Oct. 3 I mark were seasonable in July last:

MEN'S BATHING SUITS. Sultry days, and the water holding out hands of welcome, yet here are the Bathing Suits at almost half prices. **HILTON, HUGHES & CO.,** Successors to A. T. STEWART & Co., Broadway, 4th Ave., 9th and 10th Sts., N. Y.

HILTON, HUGHES & CO., successors to A. T. Stewart & Co., Broadway, 4th Ave., 9th and 10th Sts. 10 per cent a Month is about what your Carpet money will bring you if you buy in this great July sale. The carpets will cost about two-thirds what you'd pay in the fall.

The remarkable part of the circumstance is that the ads are from Hilton, Hughes & Co., whose advertising is supposed to be looked after by a special man at a large salary.

SAM W. HOKK.

PIGS IN CLOVER.

OMAHA, Oct. 20, 1895.

Editor of PRINTERS' INK:

In the window of a candy store in Omaha was displayed a heap of mixed creams. Two large sugar pigs and five small ones were standing on the mound. Three mirrors were placed at angles in the rear. A sign on the window read:

"How many pigs do you see?"

R. D. KERR.

NOT EVEN HIS OWN?

BOSTON, Mass., Oct. 24, 1895.

Editor of PRINTERS' INK:

Here is an odd advertisement I have clipped from a Boston daily:

I HEREBY give notice that I will pay no bills contracted by any one. **CHARLES COURTNEY.** Maynard, Oct. 20, 1895.

AMOS W. RIDEOUT.

IN CHICAGO.

CHICAGO, Oct. 5, 1895.

Editor of PRINTERS' INK:

This city is as well supplied with bill-board advertising as any city in the country. It will be recalled that a cry was raised here some months since objecting to the frequency of bill-boards, one of the illustrated papers even going so far as to publish illustrations of what it called the outrages. However, in true Chicago style, they continue to go up.

The city itself has been extensively advertised, its growth, products, and, greatest of all, the immortal Columbian Exposition, all tending that way.

As to the street cars, every one, whether "full time" or not, has its ads. The "L" cars, and even the cassettes, have their share.

The newspapers are not slow on advertising. The *Tribune* occasionally has an article on advertising in its Sunday edition. This plan certainly tends to show that advertising is really literature, and has a place with other readable features of a modern paper.

The large uptown stores are readily distinguishable at night, for electricity is largely used after dark to show the buyer "where we are to be found." The Hub Clothing House have a very attractive display in a large hub at the entrance, covered with vari-colored incandescent lights, while the windows, and, during their fall opening, the awning frames also, are lined with the lights. A. M. Rothschild & Co. have an illuminated globe constantly revolving at the corner of their store, surmounting a pillar, the latter covered with hundreds of colored globes, regulated in divisions by switches. Siegel, Cooper & Co., "the largest store in the world," have a row of lights the length of the roof. Smaller concerns are also apparent followers of the command to "Let your light shine." GEO. E. KIDD.

IN NEWBURGH.

NEWBURGH, N. Y., Oct. 17, 1895.

Editor of PRINTERS' INK:

On October 16 the fire department of Newburgh, N. Y., held a parade.

The route was about six miles in length, and nearly 25,000 people lined the streets to see the procession. The New York Furniture Company took advantage of this to get in some advertising. They loaded four dressers on their truck, and had the truck driven (about one hundred feet) in advance of the procession, over the whole line of march.

The dressers were placed back to back on the truck, and on the mirrors were placed the prices of the suits to which the dressers belonged.

Such chances are few and far between, and it is a wise merchant who catches them.

F. W. DECKER.

ON THE BILL BOARD.

Editor of PRINTERS' INK:

A "Virginia Leaf" card ornamented a spile on a Hudson River wharf till a Soapine man put his card over it. It now reads:

CHEW

SOAPINE.

F. W. DECKER.

IN THE NORTHWEST.

Editor of PRINTERS' INK:

No part of the country is more progressive than the great Northwest, and, as a natural sequence, advertising is there appreciated at its full value.

The Twin Cities may be taken as typical of the great section of which they are the natural business center, and both are large advertisers. Every one is familiar with the jealousy and rivalry of the two, but every one does not know that this spirit is fostered and encouraged, more or less, by the newspapers for the advertising it gives throughout Uncle Sam's broad domain.

Much more valuable advertisements are the conventions of various business, religious and social organizations, which are held there every year. Minneapolis started the ball rolling in 1883, when she captured the National G. A. R. Encampment, and since then almost every important organization in the country has been entertained by the Twins.

The Triennial General Convention of the American Episcopal Church has just finished its sessions at Minneapolis, and next year comes the G. A. R. Encampment, the Biennial Conclave of the K. P.'s, and a host of less important bodies.

The hustling inhabitants, we may be sure, grasp the opportunity to explain carefully to each stranger the great advantages of a residence or investment. H. M. LAWRENCE.

IN THE NORTHWEST.

MINNEAPOLIS, Minn., Oct. 22, 1895.

Editor of PRINTERS' INK:

The show window of a local bicycle establishment contains a great heap of bicycle lanterns, surmounted by the following placard:

LAMPS TO BURN.

75 Cents.

This pat application of current slang is not lost on the wheelmen. OBSERVER.

ITS ONE FAULT.

Office of "WOMANKIND,"
SPRINGFIELD, O., Oct. 22, 1895.

Editor of PRINTERS' INK:

It is said that there are people who will kick when they get to heaven, so you need not be surprised to hear of fault being found with even PRINTERS' INK. Its one fault is that it is not obtainable at news stands and on railway trains. When one is away from home any length of time, PRINTERS' INK is sadly missed. Can't this be remedied?

JOHNSTONE MURRAY,
Editor *Womankind*.

WHY?

Editor of PRINTERS' INK:

On the title page of a magazine called *The Strand* I notice this reading:

PRICE PER COPY 10 CTS.

\$1 25 PER YEAR.

Why is the yearly subscriber obliged to pay five cents more than the transient reader?

A. B.

CHICAGO CHIPS.

CHICAGO, Oct. 20, 1895.

Editor of PRINTERS' INK:

A furnishing store here devotes an entire window to the display of gloves. On the window pane, in large figures of gold, appears \$2.50, the price of a pair. A shoe store gives many feet to an exhibition of the actual manufacture of shoes. The machines and the workmen attract the attention of the multitude of passers-by.

According to the striking ad in *PRINTERS' INK* the Geo. P. Rowell Advertising Co. is "thirty years young." In my possession is a book which has much to say about Geo. P. Rowell & Co. when they were only ten years young. The work is an "Historical Register" of the Centennial Exposition, which was held in Philadelphia in 1876, and among the contents is a fine large illustration of the Geo. P. Rowell & Co. newspaper pavilion. The descriptive text accompanying the picture is highly interesting, and it is made none the less so by the quotation of a few statistics relating to newspapers.

This correspondent of the *Tribune*

Objects to Advertisers' Methods.

Chicago, Sept. 22.—(Editor of the *Tribune*).—Would you again kindly mention in your paper that our City Council may be advised of the general objection of property-owners to the nuisance of having their letter boxes daily stuffed with the so-called advertisements, so that no benefit can be had from the boxes. We certainly deny the right of unprincipled down-town distributors to appropriate our private property for their profit. The men they send out are of the ordinary class of insolent tramps and visit our homes at the time of day when men are absent, and abuse ladies of the house if ordered off their porches.

D. E. KEITH.

C. E. SEVERN.

HE ADVOCATES "CATCH-LINES."*Editor of PRINTERS' INK:*

It is the fashion now among some persons to ridicule what they term "catch-line" advertising. I regret to say that they have succeeded to a great extent, for no other reason than that the supporters of the "catch-line" theory have been foolish enough to remain silent.

This form of advertising, *properly done*, seems to me the most effective, especially for small work, that I know of. In the first place, it catches the eye and arrests the attention at once, especially if accompanied by a well-drawn and appropriate cut which is something more than a mere play upon words. Again, it admits of dignified-humorous treatment to a greater extent than any other style. The impression seems to have become general that any one can think up a good catch-line, and suggest a cut which shall be appropriate, dignified, artistic and attractive. This is a very great error. The fact that there is an awful quantity of weird and fearful "catch-line" advertising turned out is the fault of individuals, not of the system. It is manifestly unfair to charge all this poor work to a plan which has had a severe and prolonged test, and which has come off unscathed where a reasonably expert hand was at the helm. There are many cases in which this plan will not prove effective, but I defy anybody to name a form of advertising which may be used to such great advantage for so many different businesses. I should like to see other ad writers express their views in *PRINTERS' INK* on this subject.

OCTAVUS COHEN.

PIANO ADVERTISING.

Editor of PRINTERS' INK:

Considering the importance of the subject, piano advertising is not conspicuous for its brilliance or attractiveness. There is a similarity about the styles that would lead one to think that all pianos were alike in their construction and merits. Of course, we know that this is not so, but there is little in the advertising to induce us to think otherwise.

There is quite a lot of money spent in advertising pianos, too—but, I should imagine, not much time or money expended in preparing the ads. They are all "chestnutty"—the same thing over and over again—without even an attempt at saying it in a new way.

Where is the ad-smith with music in his soul, brains in his head, and that magnetic power in his pen which is said to attract and hold the reader spellbound for a time and then make a ready purchaser of him afterwards? The ad-smiths are not writing piano advertising. I think the blacksmiths are, for the work turned out certainly looks more like their style of execution.

It seems funny that cheap, common things like soap, hooks and eyes, hairpins and articles of that caliber, should have the best brains in America to advertise them, while a costly and important article like a piano is left to the tender mercies of the amateur ink-slinger who attempts its publicity. Perhaps this is the reason why the piano trade is not so brisk as it might be. Who will be the first manufacturer to see the mistake and get out of the common rut? Who will be the first professional ad writer to advertise pianos?

J. C. G.

BUFFALO BUBBLES.*Editor of PRINTERS' INK:*

The street railway company has just issued an advertising map showing plainly the streets traversed by its different lines, and later a booklet will be put out, giving the various routes for the convenience of "trolley parties," which are becoming a fad.

The smartest scheme yet thought of by the soap manufacturers was left for a Buffalo concern to originate. Their plan is to sell a retail grocer 25 boxes of their favorite brand, making him a cash donation of \$10 if he will pile the entire lot in a pyramid in his show window as an advertisement.

In a stove dealer's window 288 loaves of bread are stacked high, and a placard claims they were baked with a Sterling range in 9 hours and 15 minutes, on Oct. 3d, with 100 worth of coal.

One of our leading jewelers, anxious to make known the wonders of a watch and to explain its use and abuse, has these startling figures printed on his business cards: "A watch ticks or beats 432,000 times a day, the 'escape wheel' makes 12,960 revolutions in a day, while the main wheel makes but four. Frequent oiling and cleaning is necessary, besides careful adjusting to insure a good time-piece."

One style of advertising is being done, or, really, overdone, in this City. It is the builders' signs put up all over the new buildings in process of erection. It was started by the contractors, but they were soon followed by the masons, carpenters, plumbers, electricians, painters, etc.

MARGIE BOWMAN.

A RAILROAD ad should be kept running.

LOCAL CITY STORES.

That fact that it is difficult to effectively advertise a local store in a large city has often been commented upon and bewailed. It is acknowledged that the newspaper is the best medium, but the newspaper is out of the question for stores in large cities which cater only to their immediate neighborhood, on account of the expense, since the storekeeper would have to advertise in every newspaper in the city to reach the comparatively few people who patronize him. I propose to indicate some methods that can be used to advantage.

The billboards in the vicinity of such stores certainly offer a good medium. I know one local store in Harlem that uses them extensively. They should be used in the same manner as an advertisement in the newspaper—constantly changed—and should contain a tale of bargains instead of mere generalizations or statements of superlative excellence in the stock. There is no reason why people should not in time become educated to look for such announcements with the same relish that they look for dry goods ads in the newspapers.

The spaces on the "L" stations nearest the store can be utilized in the same manner. Cards in cars passing the establishment may be of some value, but a large part of their usefulness is dissipated because they reach a considerable number of people who are not local to the neighborhood, and who are not likely to be affected by the advertising.

The use of circulars and booklets is, of course, an excellent method of advertising for local city stores. If well written and tastefully printed, and containing "business news" of real interest, they are apt to be effective. They need, however, judicious distribution.

The co-operative advertising sheet is a recent imitation of newspaper advertising that is being rapidly adopted by local stores in cities. Certain stores in the same block or immediate vicinity club together and purchase a ready-print periodical, in which they insert their respective advertisements, and then distribute the newspapers by hand gratuitously to "the neighborhood." The advantage of this method lies in the fact that the periodical is kept for the reading matter, and the advertisements get more attention than if they were in the form of circulars, which are difficult to preserve even with the best intentions.

The window is one of the most potent agencies in advertising for local trade. Its range is limited to those who see it, but if it is sufficiently striking, these will carry the news to others, and an interest be awakened in the vicinity which will prove fertile soil in which to plant a steady trade.

G. T. C.

A TAILOR'S STRATEGEM.

In one of the leading journals of Montevideo the following advertisement appeared recently: "A very rich young woman would like to marry a young man of good family. If necessary she will pay the debts of her future husband. Send answer, with photograph, to I. P., at the office of the journal." The inserter of this announcement was no other than one Isaac Meierstein, a merchant tailor, who had just set up an establishment in Montevideo. By this plan he procured photographs of many undesirable customers.—*The Argonaut.*

A PHOTOGRAPHER'S ad should take well.

CONSULTING MERCANTILE AGENCY REPORTS.

The purchasable product of newspapers—the paper itself for readers, and advertising space for merchants and dealers—is sought by buyers on the same lines on which they buy other things, their taste and estimate of value. Hence the same elements that contribute to the standing and worth of all callings are those which apply to newspapers also; therefore, advertisers may get far better ideas of the value of newspapers, as mediums, through mercantile agencies than they have generally believed. For instance, age. Old-established houses, with good character and giving reliable service, have inherent strength in their communities. It is as true of newspapers. Again, take capital. Newspapers that own their homes are like other establishments owning their business places. The ownership of real estate is a strength to any business. Again, take the statements made to mercantile agencies. There are exhibits of resources and liabilities. The newspaper in debt is on the same footing as other callings in debt—doubtful.

All these things are set forth in reports from mercantile agencies. The facts and figures are made usually from trustworthy sources. They do not give circulation and do not pretend to do so. Yet the advertisers who want the most and best of circulation will not often fail in getting it when they use those newspapers which mercantile reports show to be strong business institutions.

In fact with a good mercantile agency report upon any given newspaper, and a few sample copies of the paper itself, any intelligent advertiser can form a clear judgment as to both publisher and publication, their standing in the community where located and their inherent worth.—*Doylestown (Pa.) Intelligencer.*

AN EDITORIAL PROXY.

The busiest man in Havana is not Martinez Campos, military dictator, but an old chap, Jose something-or-other, whose usefulness in life is of a unique but definite character. His profession is that of suffering vicarious imprisonment for the editors who offend the Government. Of course, the press censor, especially in troublous times like these, sees to it that none but loyal stuff and news favorable to the Spanish side gets into the papers. But now and then some bold editor sneaks in an insinuation or allusion which the censor skips. If, then, the editor be hauled up in court, as is very likely, he doesn't go himself. Not he. Instead he telephones for Jose something-or-other, who generally may be found at a certain corner saloon. "Are you editor of *El Pais*?" asks the judge. "I am," replied Jose. "Did you publish this?" "I did." "Ten days in jail," and off to jail goes Jose. In these busy times he is generally satisfied with his sentences, but in more calm and dull seasons he occasionally asks the judge to send him up for fifteen or twenty days instead of ten. Jose's regular compensation for representing journalists in jail is \$4 a day. He has been in the business several years, and is a well-known character in Havana.—*Chicago Times-Herald.*

CAUSE AND RESULT.

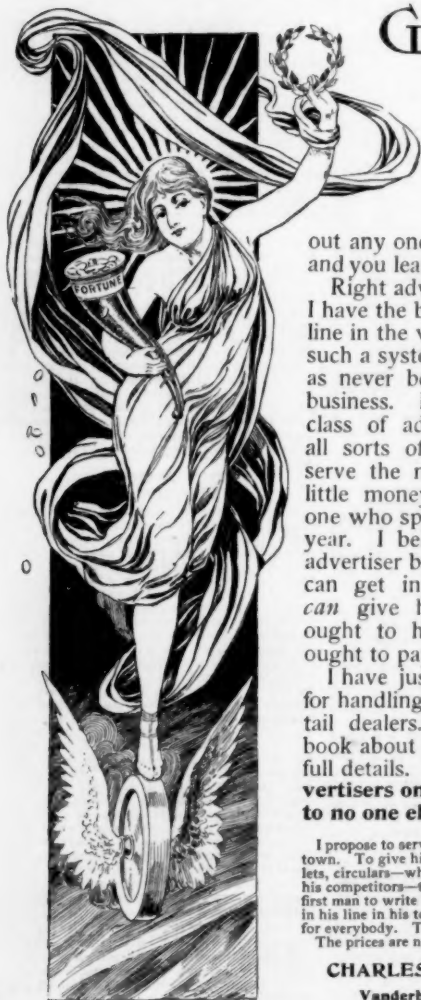
Work M. Hard—Struck a merchant to-day who declares that advertising does not pay.

Stand M. Ough—Guess the wholesalers say the same thing of him.

Charles Austin Bates

Plans, Advice, Writing and Illustrating for Advertisers.

1411-12-13 Vanderbilt Bldg, N. Y.



GOOD advertising and good fortune are closely related.

The four essentials of good fortune in business are: Right goods; right prices; right store management; right advertising. Leave

out any one of these four things and you leave out success.

Right advertising is my part. I have the best equipment in my line in the whole world. I have such a system and such facilities as never before existed in this business. I produce the highest class of advertising matter for all sorts of advertisers. I can serve the man who has only a little money to spend and the one who spends half a million a year. I believe I can give any advertiser better service than he can get in any other way. I *can* give him "the service he ought to have at the price he ought to pay."

I have just perfected my plans for handling the business of retail dealers. I have printed a book about it. The book gives full details. It is **for retail advertisers only, and will be sent to no one else.**

I propose to serve one man in each line in each town. To give him advice, criticism, ads, booklets, circulars—whatever he needs to get ahead of his competitors—to conquer good fortune. The first man to write will get my exclusive services in his line in his town for one year. I can't work for everybody. There is a limit to my capacity. The prices are not too high.

CHARLES AUSTIN BATES,

Vanderbilt Building, N. Y.

EUPHEMISM AND SO FORTH.

There are two ways of saying things in advertising as well as in literature. One is the plain, direct way, which calls a spade a spade, and the other the roundabout way, which we call "Euphemism." Ordinarily it is better, in matters of business, to go right to the point and call the instrument you dig with a spade. But no rule is without some exceptions, and there may be cases where a little luxury and elegance of manner can be justified.

In walking down Broadway the other day, I passed a furnishing store which has a sign in the window indicating that one of the bargains offered was sleeping shirts. But, for some reason, the proprietor concluded that the ordinary title of these goods might be a little too commonplace or vulgar to put up as a window sign, so he advertised them as "Slumber Robes." Possibly he thought this phrase might prove more seductive to the tired passer-by whose eyes it was meant to attract, and throw, in addition, a certain air of refinement upon his establishment.

But it wouldn't do to carry the idea too far. A piano-maker, for instance, in speaking of his instruments, would not do well to speak of their carved "limbs" when the plainer designation of legs was intended. For this attempt to be inoffensive would be, like many others, only giving a stronger emphasis to the offense.

And, quite apart from the consideration of showing prudery, it is almost always the case that the blunt, straightforward expression hits the mark more surely than any euphemized or Latinized substitute. If I were going to train myself for writing advertisements I should much rather choose Cobbett's English for suggesting phrases than Dr. Johnson's. Lincoln's Saxon words and not Everett's classical ones went into the memory from that celebration at Gettysburg.

I saw in some provincial paper not long ago the account of a sidewalk advertisement that did not quite result in carrying out the intention the deviser of it intended, for, as Burns says: "The best laid plans of mice and men gang aft aglee." The merchant who concocted it made it read:

"WE HAVE THE GOODS YOU WANT."

Whereupon the merchant at the adjacent door extended it to his own entrance, with this addition, the words being closely connected:

"IN THIS STORE."

Of course, if the passer in the street followed the sentence to the end, he would be led into the store of the advertiser's rival. All of which shows that there is no real substitute for newspaper advertising.

JOEL BENTON.

PLAIN ENGLISH.

The increasing use of simple, every-day English is a great gain. It means greater accuracy, greater clearness and less humbug. Even if inconsistent with the "style" of the Latia languages, in which terseness and force are sacrificed to smoothness, plain English is the best possible language. For in no other language is it harder to lie successfully or easier to tell the plain truth plainly.—*N. Y. Sunday World.*

A NEW CLASS OF SALESMAN.

There has always been more or less competition to secure the services of good salesmen, although the market is apparently full of those offering such alleged qualification, and present indications point to a similar state of affairs when the effective advertisement is to be written and paid for. Instead of regarding this new business or profession of making effective advertising as a sort of "hold up," which simply levies a toll upon the returns of the dealer, there is good reason to place it upon the basis of the other salesmen behind the counter or upon the road. There are many able individuals engaged in trade who are successful in planning, management and attention to various essential details, but who are admitted failures as salesmen, and there are able salesmen who are admitted failures in any other branch of business. It is quite obvious, therefore, that some men must be better "advertising salesmen" than others. There are quite a number actively engaged in proving this, and their success indicates that they have made a position for themselves.

It is quite generally understood that a salesman must pay for himself, that is, sell enough goods to render his services valuable, and it is just this point which is now worrying the tradesman when he considers his relation to this new class. He isn't so sure that the direct value of its services can be determined. But the same rules which apply to other salesmen will apply to these new ones. The salesman who can talk most readily and persuasively will sell the most goods. Likewise the writer of advertisements who can write most readily and persuasively will attain the same object. The well-dressed salesman with a pleasing personal appearance will sell more goods than his opposite, and the well-dressed or well-displayed advertisement will do the same. The salesman who can cover the most ground at the least expense is also an advantage. The newspaper or journal which covers the most ground in the way of readers, and makes effective and appreciated visits to these readers, is a similar advantage to the advertiser. The gain from an improvement of the literary construction, display, etc., of an advertisement therefore justifies the appearance of this new class of workers. In their hands the advertising of the future will be an education of the people, teaching them and training them to want more things, and to obtain more of both the necessities and luxuries of life.—*Pharmaceutical Era.*

THE AID OF ARTISTS.

In the *Chemist and Druggist*, of London, Mr. T. J. Barrett, of Pears' Soap, says:

"I have always been anxious to elevate advertising, and as long as thirty years ago I tried to get artists to do for me what Millais and Marks have since accomplished with such signal success—paint a canvas, that without being a vulgar puff, could be used for advertising purposes, reproduced by thousands, and bring a work of art of the highest merit home to thousands of people. But when I first tried, I could get no painter of repute to listen to me. In short, the ice was not broken until about fifteen years ago, when Mr. Stacey Marks produced for our firm the well known Monks', 'Cleanliness is next to Godliness.' Then came Focardi's 'Dirty Boy,' and shortly after, Millais' 'Bubbles.' With the application of these three works of art to advertising purposes commenced a new chapter in the history of advertising."

SATISFACTORY RESULTS.

By John C. Graham.

Some people have peculiar ideas about advertising. They think it is a gold mine that is self-yielding, needs no working and little or no energy. They expect to reap a harvest immediately after sowing the seed, and they think that any kind of seed ought to bring forth quick results.

Experience has shown that only the persistent advertiser makes the money; that only hard work, untiring energy and constant perseverance win success. Those who go into advertising should go in for keeps or not at all, and, if they limit their expectations within reasonable bounds they will not be disappointed—provided their work is judiciously done.

The power of advertising can be, and often is, considerably over-rated. It is not a self-sustaining power by any means. It requires closer watching and more attention than any other business, and if it gets them it usually pays, and pays well, though those who are looking for an immediate 100 per cent on their investment will be doomed to disappointment.

It has always appeared to me to be a very funny thing that otherwise bright business men, who are satisfied with six to ten per cent on ordinary investments, expect, without any reason, to double or treble the money expended in advertising, and to do it right away. The most successful advertisers in the world have never done this. Why, then, should the inexperienced beginner expect to do it?

The overzealous solicitor is largely responsible for this feeling. He spins so many fairy yarns about the enormous profits likely to result from an ad in his paper that the "green" merchant believes him, and his expectations are wrought up so high, and their fall is proportionately so great, that the man becomes disgusted with advertising that is really paying him a fair percentage, and quits!

It is not wise to promise or predict large profits. A fair profit is satisfactory enough. Place advertising in the rank of good investments and it will pay as well as, or better than, any other, but don't suggest dollars as growing out of dimes—don't raise expectations that are not likely to be fulfilled. Miners of gold have to work hard and work long, and put up

with many privations and disappointments before they get enough of the "yellow metal" to pay them for their trouble.

So in advertising. Persistent push and plenty of patience are needed in order to succeed, but the advertiser who uses these is usually rewarded in the end by satisfactory results. Hoping for little, he will get more, but extravagant expectations are seldom realized.

 THE PRIZE ADVERTISEMENT.

 FOURTEENTH WEEK.

In the fourteenth week of the competition for the PRINTERS' INK Vase, thirty advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of all these the one reproduced on the opposite page is thought to be the best.

That advertisement was written by Mr. Richard L. Curran, of New York City, and appeared in *Newspaperdom* of New York, issue of Oct. 17. In the original it occupied 4½x8 inches. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to Jan. 1, 1901, the beginning of the twentieth century, has been sent to Mr. Curran, and a second coupon of the same class was also sent to the advertising manager of *Newspaperdom*.

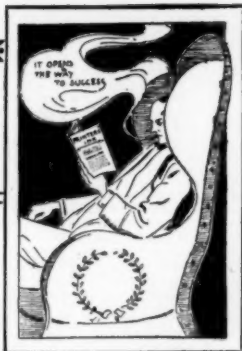
Mr. Curran's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. The pamphlet will be sent to any address on application.

The twenty-nine unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, five more opportunities are still open to him, if he chooses to repeat his effort.

THE success of an ad depends not on the number of people reading it, but on the number remembering it.

Printers' Ink

just one copy of it—convinces you of one fact—that there is NO business that is not open to improvement. For—



Good Advertising Brings Paying Trade

And the better and newer it is the more trade it brings.

Printers' Ink makes it plain enough that profits from advertising, rightly done, are sure and heavy. It gives accounts of "how they did it," written by advertisers who have won vast wealth. It shows that brains, not money, is what does it. It gives you FACTS—the results of the past—to work on.

It tells just those things you are so anxious to know, and find so hard to learn. It is authority on circulations of papers, and what fields they cover. It touches on many things besides newspaper advertising, in fact, the 40 to 60 pages of this weekly journal are invaluable to merchant, manufacturer, and professional man alike. It runs a special department for retailers, full of bright, up-to-date hints, and "Ready-Made" Ads that are wonderfully helpful. It tells promptly of novel ways of winning trade, so you can adopt them while new. It saves you from the worthless schemes of fakirs. It is not only an aid for beginners, but is more carefully studied by the most experienced advertisers than by anyone else.

It still sells at its old price of \$2 a year, though it has grown past the \$2-a-year stage, and in 1896 will be \$5 a year. **During the rest of this year there is a Special Chance to get it at \$2 a year for as many years as you please—\$10 will procure it for the rest of the century, if paid before January 1, '96.** After that, \$5 a year.

A sample copy can NOW be had for the asking.

PRINTERS' INK,

10 Spruce Street,

NEW YORK.

THE DIFFERENCE.

Two firms were engaged in the furniture trade. It does not matter where because the principle illustrated is universal.

They advertised modestly in the same magazine, offering to mail catalogues on application. Firm A sent out two coarse four-page circulars badly printed, badly worded, and defaced by half a dozen nightmares in the shape of wood cuts. The magazine advertisement brought answers by the hundred, but after the green circular was dispatched, no order came from persons receiving it. For six months trade steadily fell, and firm A wondered what was the matter. But they soon ceased to wonder when they got firm B's catalogue—a beautiful 32-page pamphlet on heavy coated paper, with twenty fine half-tone cuts, crisp and brightly written descriptive matter, and an artistic cover. The lesson was not lost on firm A, who issued a book still handsomer than their rivals, and are now rushed with orders. A cheap, slovenly catalogue and shabby, loutish, unwashed salesmen are equally valuable in swelling the receipts—of other concerns.—*National Advertiser.*

OUR POST-OFFICE.

The out-of-town readers of the *Register* must have been surprised last evening to find three inches of blank space under the headline, "Cleared \$2,000." The reason for the unsightly appearance of this newspaper was that the publication in question was said to violate the United States postal regulations, and that unless the objectionable matter was eliminated, the postal business of this great country would become contaminated. The objectionable item which led to the exclusion of the *Register* from the mails was a news account of the allotment of prizes at the St. John's Church Fair, which has been in session at Warner Hall for the past two weeks. It gave a list of the prizes and the names of the lucky winners. This, we believe, is the first time in our local history that the games of chance that are a feature of all church fairs are accepted as constituting a violation of law. Technically, we suppose it is a violation, but to construe it so literally that a reputable and responsible newspaper should be held up before the community as a deliberate violator of law is obviously—and we say it without intentional disrespect—ridiculous.—*New Haven Evening Register, Oct. 25th.*

A FUNNY SIGHT.

One of the funny sights on Market St., near the Pottsville borough line, is a large vacant lot surrounded by a fence on which was a nicely painted sign which read as follows: "This lot for sale. Apply within." There was nothing on the lot to indicate where to apply, not even a gate for entrance.—*Pottsville (Pa.) Republican.*

HALF THE BATTLE.

When a store can win the readers of its advertisements to a belief in their truthfulness, and can instill into them the idea that its ads talk about what is actually there for them to see, the greater part of its advertising battle is won. The question of its continued success then depends upon keeping up to the expectation aroused by the advertising.—*Newspaperdom.*

PLAIN, practical and pointed ads make plenty people pause, ponder and purchase.

THE KEY TO SUCCESS.

There is money enough expended every year in this country for advertising, in one form or another, to pay the national debt. Not only does the sum so expended amount to figures almost beyond comprehension, but every year adds to the sum total. Fortunes are made by it and millions uselessly or unintelligently spent. It is a large world we inhabit, and when any considerable part of its citizens glance our way in a financial sense it means much. Business men of to-day must recognize and act upon this fact or soon be relegated to the rear. Every successful business man of the future must become in some way an advertiser. He must, by one device or another, secure attention.—*American Druggist and Pharmaceutical Record.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE YANK, Boston, Mass., 100,000 monthly, wants ads.

ADVERTISERS to send for rates to the EVENING JOURNAL, Flushing, N. Y.

FOREMAN wants position, daily or weekly. All references. "R," care Printers' Ink.

EDITOR—Manager wants charge of daily or weekly. "ABILITY," care Printers' Ink.

A1 ALL-ROUND printer desires steady situation. Address "B," care Printers' Ink.

HOLIDAY Ideas cost \$1 to issue. Makes you \$50. Plan, 15c. Clf free. ADAGE CO., Buffalo, N. Y.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

I KNOW that I am the right man to attend to the advertising of some concern. I want such a position. Have good ideas, a knowledge of what is wanted and experience. "W. J. F.," 281 Sumner Ave., Brooklyn, N. Y.

ADVERTISING manager wanted for an up-to-date class journal, guaranteed to cover 2,000 offices in New York City alone. Good appearance, good address, good hustling qualities, good record absolutely essential. "QUICK," care Printers' Ink.

WANTED—The aid of an expert advertising writer in preparing the prospectuses and advertising matter for a leading technical and industrial journal. Some knowledge of mechanical and engineering affairs, together with a finished literary style, would be essential, and to the right man a regular and profitable client would be assured. Samples of work and references are requested. "PROSPECTUS," care Printers' Ink.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

ELECTROTYPES.

ELECTROTYPES and stereotypes with adjustable base. Also metal and wood backed cuts for newspaper advertising. E. B. SHELDON CO., New Haven, Conn.

PAPER.

M. FLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

PRESSWORK.

IF you have a long run of presswork it will pay you to contact us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-326 Pearl St., N. Y.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

SPECIAL WRITING.

"ED. COPY" makes money. It pleases readers that have ideas. It helps circ'n and ads. Politics to suit. Terms way down. Write for booklet, etc. G. T. HAMMOND, Newport, R. I.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

MERCANTILE LAW.

CAYANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloane, New York City.

ADVERTISING AGENCIES.

STANLEY DAY, New Market. N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

TO LET.

REVIEW, Mt. Pleasant, Iowa.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

CHARLES W. STUTESMAN, city and county billposter and distributor. Send for circular. Peru, Miami County, Indiana.

ALMANACS, samples, pamphlets, circulars distributed; \$2 per 1,000. OKLAHOMA ADVERTISING AGENCY, Box 200, Guthrie, O. T.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DORNER, 25 Marion St., Cleveland, O.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

10,000 STATEMENTS, 5 1/2 x 8 1/2 for \$10 check. WILCOX, the Printer, Milford, N. Y.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. F. H. BRESNAN, Successor to Walker & Bresnan, 301 to 306 William St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 3c. per inch. Sample pages for 2c. stamp. AMERICAN ILLUSTRATING CO., Newark, N. J.

BUSINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 50 cents for a good one. Write about it. R. L. WILLIAMS, 83 L. & T. Bldg., Wash., D. C.

MAKE your own cuts. We have a process by which you can make your own cuts in a few minutes time at less than 1c. per cent. You can make any kind of a zinc cut, whether an artist or not. Hundreds of publishers, printers and advertisers now using it with great success. We have permission to refer to the editor of PRINTERS' INK. Send stamp for samples and particulars. ZINC PROCESS CO., Goshen, Ind.

FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.

\$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast"—Harper's Weekly.

FOR SALE—Half interest in live, local paper in Indiana, 30 miles from Chicago. Good mfg. town. First-class job office. F. JAMIESON, East Chicago, Ind.

FOR SALE—Old-established weekly newspaper and job office, 30 miles from Boston, material nearly new. Owner in ill health and will sell at a bargain. Price \$5,000, half cash. Address "ACK," care Printers' Ink.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

CARDS, wrappers and envelopes addressed to leading advertisers, \$3 per 1,000. Will X for space. TOWNSEND, 408 E. 2nd, Minneapolis, Minn.

\$2 FOR 2,000 addresses of taxpayers, city and county; amount each pays; occupations of those in the city given; all in alphabetical order. Reference for the asking, if required. Address D. J. COLLINS & CO., 624 East Main St., Ottumwa, Iowa.

NAMES of heads of families for sale. Over 10,000 secured at great cost by personal work for private business. Men worthy, live in towns and farms of Mo. and Kansas. All new Highest references. C. M. VEAZEY, 506 Temple Block, Kansas City, Mo.

ADVERTISING NOVELTIES.

PUSH Tom Reed! Enamel Lapel Buttons of the coming President. Write for prices. Special designs made up. E. L. SMITH, Codman Building, Boston, Mass.

50c. silver for a booklet of 24 good ideas to increase patronage. "It's useful"—"it's handy." BUS. ADVERTISING CO., 418 5th St., N. E., Washington, D. C.

PADS—Pencil pads for memorandums—any size to order—7c. lb. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

FOR the purpose of inviting announcements of Advertising Novelties, likely to be credit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRADE-WINNERS and money-makers; these are the qualities of our advertising novelties; the people want them. Write us for information. Largest plant in U. S. THE CURRENT PUB. CO., 1008 Filbert St., Philadelphia.

"THE BELLS" and "THE HOLIDAYS"—Our two fine Christmas specialties for advertising men, printers, merchants and projectors of church and other fairs, will be splendid this season. Send for samples and price lists. CONTINENTAL PRINTING CO., Successors to J. A. & E. A. Reid, Publishers, Providence, R. I.

MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

PRINTERS.

VAN BIBBER'S
Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St. (See ads under Adv. Constructors.)

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

SHOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

THE representative paper of "Maine's Maritime Province"—ROCKLAND DAILY STAR.

DETROIT COURIER, the farm and village home paper in Michigan. Thirty years old. Ad rate 4c. line.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

H. D. LA COSTE, 38 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

ARE you advertising in Ohio? We invite your attention to the DAYTON MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 2,500 copies each issue, and the WEEKLY TIMES, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 578, New York.

ADVERTISEMENT CONSTRUCTORS.

IF you are an advertiser I have some samples for you. JED SCARBORO, 48 Arbutus Bldg., Brooklyn, N. Y.

IDEAS are dollars. I have ideas; I want dollars. Write. OCTAVUS COHEN, 535 Forest Ave., New York.

MY ads are trade winners. English or German. J. F. CAMPBELL, 191 Garfield Place, Brooklyn, N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PLAIN, practical, human nature ads. E. K. ANDERSON, Kosciusko, Miss.

ORIGINAL illustrated work a specialty. Written and printed. Correspondence solicited. CLIFTON WADY, Writer of Advertising, Niles Bldg., Boston.

50¢ silver for a booklet of 24 good ideas to increase patronage. "It's handy"—"It's good." BUS. ADVERTISING CO., 435 5th St., N. E., Washington, D. C.

"JED SCARBORO has attained wide celebrity by the cleverness of his work, and his services will be found valuable to both wholesale and retail merchants."—*Clothiers' and Haberdashers' Weekly*.

BUSINESS writers anywhere are invited to write short articles on store topics calculated to be of interest to hardware dealers, for publication in the HARDWARE DEALER'S MAGAZINE. Rates 50c. per hundred words. MSS. not available will be promptly returned. D. T. MALLETT, Publisher, 271 Broadway, New York.

I WANT to hear from advertisers—retail or wholesale—who are willing to contract for their advertising for six months or more at very reasonable rates, contracts to take effect January 1st. Medical, educational, commercial ads or otherwise, except poetry. I write only what I believe in. Advertisers using booklets should write me anyway. I have a special good offer for such. If interested, address CHARLES J. ZINGG, Farmington, Me.

\$1,000 AN hour, paid by publisher clients of mine to subscribers, for solving prize, riddle and other advertisements. The general public clamors for a chance at offers of this kind, and they are winners. My prize advertisements pass inspection of post-office authorities. I can help any paper or advertiser. Medical ads and pamphlets prepared. Mail order business arranged and represented. R. W. HAYNES, Att'y, Washington, D. C.

A GOOD deal of mail is opened by office boys and clerks and bookkeepers; only a part of it ever reaches the man to whom it is addressed. An ordinary circular or booklet or catalogue hasn't any chance at all of getting to him. If you want some printing that will be so good that the "boss" will quarrel if he doesn't get it, write to us about it. We can make printing so handsome and attractive that even the most depraved office boy will hesitate to throw it away. THE LOTUS PRESS, 140 W. 23d St., N. Y.

I TAKE particular pains with all the work I do. I want my writing to reflect credit upon me and to be of value to the one for whom it is prepared. I do not charge as much as some ad writers, because my expenses are not as high, but I do ask enough to pay me for my talent and the service I render. I cannot quote definite prices, but will give three bargain prices good until Nov. 6th: 5 retail ads, \$2; circular, \$2; letter of advice, \$3. Send stamp for new booklet. FRANK V. STUMP, Werner Building, Goshen, Ind.

WE believe that this is the cheapest printery on earth. We believe that we give more value for the money than any other printers do and yet we charge you more for a letter head, business card or a circular or a booklet or a catalogue than a great many others will. The difference is in what you get. A booklet is a booklet, to be sure, and so is a house a house. If you merely want a sheet of paper covered with type, go any place and get it. If you want printing that will help your business, that will demand and secure attention, that will be looked at twice, write to us about it. THE LOTUS PRESS, 140 W. 23d St., N. Y. City.

YOUR own ideas are the best ideas about advertising your own business because you know it better than any one else. To put those ideas into the best form and so they will draw the most trade may be done best by having some one help you. Just how your business is going to strike other people is hard for you to see, because you are so much in it. I think I can help you here. I have been helping others. I have written a good many booklets lately and my offer to write one for \$2—work really worth \$10 or \$20—is still open to people who have never had work of me. Write fully and don't expect the thing back finished by return mail. Check should come with order. I usually give an illustration for the booklet cover. R. L. CURRAN, 111 West 34th St., New York.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1896 (issued June 14th). Describes and reports the circulation of 30,386 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

So far as newspaper directories are concerned we are inclined to think that Rowell's stands at the head. This seems to be the general consensus of opinion among most of the agents and advertisers. The complaint so often alleged that periodicals are not accorded their proper rating is, so far as our own experience goes, pure bosh. The TEACHER'S WORLD has always been rated in exact accordance with the sworn statement it has furnished to the editor of the Directory, and as Rowell offers a reward of \$25.00 to any publisher who is not correctly reported after properly filling out circulation blanks, statements regarding the impossibility of getting a correct rating are ridiculous.—*Teacher's World*.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper.

The only morning daily published at Little Rock is

The Arkansas Gazette.

Its weekly edition is the leading secular weekly in the State. The daily goes into the homes of merchants and professional people, and the Weekly to the farmers and laboring people. If you want to reach the newspaper readers among a State population of a million and a half of people, use the

DAILY AND WEEKLY GAZETTE.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 14,500 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **Daily San Jose MERCURY**. Sample copies free. For advertising rates in daily or weekly address **MERCURY**, San Jose, Cal.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly **EXAMINER** has the highest circulation yet accorded to any paper west of the Missouri.—*From Printers' Ink*, issue of July 3, 1896.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

IOWA'S crops immense this year. People have money. The **Dubuque HERALD** circulates among them. Place your ad in it and invite some of it your way. **HERALD'S** circulation steadily increasing.

THE Dubuque (Iowa) **TELEGRAPH**, daily and weekly, is a paper that judicious advertisers should include in their contracts. They are the best papers in Northern and Eastern Iowa. Send for sample copies and rates of advertising.

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The **DAILY SENTINEL** is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of **TRUTH** to H. D. LACOSTE, 38 Park Row, New York, Special News paper Representative.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

DEER ISLE GAZETTE, Green's Landing, Me. Home paper of "Defender's" crew. 2 cents.

MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTERPRISE, Brockton, Mass. No inside ads.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the **RECORD**.

THE SOO DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD, Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly News. Largest circulations in the Saginaw Valley, Mich.

DETROIT COURIER, 30 years old; the Household paper for village and farm homes in Michigan. Ad rate 4c. line.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly, Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

JACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the **PATRIOT'S** columns. Information of H. D. LACOSTE, 38 Park Row, N.Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

STRIKE the happy medium—use the **MEDICAL** **FORTNIGHTLY**, St. Louis.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FREE PRESSE, Lincoln, Neb., at 65 cts. per year: 8-page wkly; samples free. Write for particulars.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 13 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.
Rooms 13, 14 and 15 Tribune Bldg., New York City.

NORTH CAROLINA.

DURHAM STORY PAPER and BURY AGENT circulates in every State. 10 cents a line.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

LARGEST circ'n of any Prohibition paper in nation: BRACON AND NEW ERA, Springfield, O.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

BRIGHT, Crisp Local News served up every afternoon in attractive shape, with now and then a picture of some one well known in county affairs, has been the secret of the success of the Chester TIMES. It is acknowledged as the best local daily in Pennsylvania. WALLACE & SPROUL, Chester, Pa.

THE SCRANTON TRUTH, an independent afternoon newspaper. Circulation over 13,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburg; largest daily circulation on the Lackawanna line between New York City and Buffalo. BARRETT & JORDAN, Proprietors, Scranton, Pa.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,600 post-offices in South Carolina.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 135,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

"P. I." Seattle's only morning paper. The Seattle "P. I."

THE "P. I." has a guaranteed circulation double that of any newspaper in the State of Washington.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 35,000.

CANADA.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The DAILY RECORD is the paper of a large and progressive manufacturing town. The people who read it are well-to-do (German Canadians who have money to spend. W. V. UTTELEY, Business Manager.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD.
ANDREAS & CO., 52 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$13, 6 months for \$8.50, 3 months for \$5.25, or 1 week for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$26 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville O.
PACIFIC RURAL PRESS, Seer. Sample copy of **WISCONSIN AGRICULTURIST**, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.
KENTUCKY and Tennessee farmers are harvesting the biggest and finest crops known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the **FARMER'S HOME JOURNAL** than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address **FARMER'S HOME JOURNAL**, Louisville, Ky.

A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 35c. monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.

BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

COLLEGE PUBLICATIONS.

THE MUELENBERG, Allentown, Pa. Circ'n 1,000.

COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,650.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

FASHIONS.

QUEEN OF FASHION, N. Y. City.

Issued monthly. A million copies a year.

THE WAVE, San Francisco, Cal. 13,000 weekly.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

MACHINERY.

THE SAFETY VALVE, a journal for steam users. Office, Times Building, New York.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly.
DETROIT COURIER, 30 years old. The paper for the homes in the village and on the farm. Ad rate 1c. line.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO, LUMBERMAN, Nashville, Tenn. Covers South.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland Or.
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.
MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Mississippi Valley between St. Louis and New Orleans. Established 1880.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que. Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PHILATELY.

AMERICAN PHILATELIC MAGAZINE, Omaha, Neb. Monthly. Stamp men like it.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo.
THE ADVANCE, Congregational weekly, Chicago, Ill. Average issue in 1894 was 23,771.

SKANDINAVIAN.

The highest circulation rating of any Skandinavian paper in America is accorded to the **DECORAH-POSTEN OG VED ARNEN**, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—From *Printers' Ink*, issue of May 15, 1895.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City

WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year

"Only One Rate And Here It Is"

BOSTON TO PITTSBURG AND

60c. per month,
12 months' contract.

65c. per month,
6 months' contract.

THE WEST, TO AND FROM

45c. per month,
yearly contracts.

50c. per month,
6 months' contract.

THE ENTIRE SOUTH AND

These are the Standard Uncuttable Rates for

CARLETON & KISSAM

"This World For Me,"

BUFFALO (inclusive):

contract.

70^{c.} per month,
3 months' contract.

INCLUDING CALIFORNIA:

contract.

55^{c.} per month,
3 months' contract.

STATES AS THE WEST.

Street Car Advertising

POSTAL TELEGRAPH, BUILDING, NEW YORK.

— 18 BRANCH OFFICES.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

£37 Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

£38 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

£39 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

£40 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 1/2 S. La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, NOVEMBER 6, 1895.

If your first ad don't succeed—try another.

'Tis not how much we advertise, but how well.

It is easier to get too much in an ad than too little.

A HINT in the ad is often better than a strong assertion.

It is easy to count the receipts in the store that is not advertised.

STOPPING advertising to save money is penny wise and pound foolish.

It is not enough to make people look at your ad—make them look into it.

A LITTLE dash of sentiment sometimes makes a good seasoning for the ad.

A GOOD ad and a good salesman make a good combination for good business.

MANY a mountebank in advertising is mistaken for a genius by the inexperienced.

THERE are more tricks in advertising than are dreamed of in ordinary philosophy.

THE best ad is not the one that can be understood, but the one that cannot be misunderstood.

If the wording of the ad is clouded, it will leave but a hazy impression on the reader's mind.

ONE THOUSAND ONE HUNDRED AND FORTY-TWO paid-in-advance subscribers were added to PRINTERS' INK's subscription list during the week ending Wednesday, Oct. 30th.

AD-SMITHS who intend competing for the PRINTERS' INK Vase should bear in mind that of the nineteen weeks over which the competition was to extend fourteen have now passed and only five remain.

THE shepherd boy who cried "wolf" so often to fool his comrades was left without help when the wolf really did come. And the merchant who advertises bargains when he has no bargains is not believed when he really has some.

WE sometimes hear that "advertising endows articles with merit." It does not. It simply makes known to the public the merits with which the article is endowed. No amount of advertising can endow a poor article with merits it does not possess.

COMPETITION compels advertising. Rivalry in trade must seek an outlet in printers' ink. The biggest and best advertiser is then the most successful—the weakest must go to the wall! This is the one inevitable and immutable law of business—to defy competition you must rely on judicious advertising.

THE 51 States and Territories are subdivided into 2,849 counties. Texas leads with 244 and Delaware is at the small end with only 3. The whole of New England has but 53 counties, while New York, with a less territory, has 60, Arkansas 75, Virginia 101 and Georgia 137. Maine has 16 and South Carolina 35. North Carolina, with about the same area as New York, has 96. There are 191 counties divided among 27 States, in which no newspapers are published, viz.: Texas 49, Virginia 26, North Carolina 20, Kentucky 18, South Dakota 11; in Georgia, Tennessee and Utah 10 each; 6 in North Dakota; in Idaho, Indian Territory, Michigan, New Mexico and Oklahoma 3 each; in Alabama, Florida and Nevada 2 each, and in Arizona, Arkansas, California, Louisiana, Minnesota, Mississippi, Montana, Vermont, West Virginia and Wyoming 1 each.

THE object in advertising is not to be amusing, smart, scientific, oratorical, poetical, rhetorical, etc., except so far as these tend to produce business.

THE best thing in the world to put into advertising is information—information how things are made, and why they are made that way, and what they are good for. Advertising that doesn't convey information isn't good advertising. That is a good point to start from.—*C. A. Bates.*

SOME CENSUS FIGURES.

The volume of the eleventh census, containing a section devoted to newspapers, has just been issued. Newspapers constitute 65.30 per cent of the entire publishing business. Of the remainder, book and job printing, as a distinct branch, constitutes 33.96 per cent, music publishing 0.61 per cent and tip printing 0.13 per cent. It is impossible to make an adequate comparison between the figures of this census and that of 1880, because in 1880 the figures given relate exclusively to the business of newspaper publishing as separate and distinct from the book and job printing establishments, so often adjuncts of newspaper offices, while in 1890 the figures include these accessories to profitable newspaper publishing. However, those items which in both cases relate exclusively to newspaper publishing are, of course, comparable.

The capital in 1890 as returned was \$126,269,885, as against \$53,000,000 as estimated for 1880. The employees of all kinds in 1890 aggregated 106,095, as against 71,615 ten years previously, with wages of \$68,601,532, as opposed to a previous aggregate of \$28,559,336. No just average of wages can be deduced from these figures, since it includes all the diverse and variously paid work on newspapers. Of the number of employees given 20,120 are given as officers, firm members and clerks, while the residue is classed under the indefinite heading of "all other employees."

Of the income of newspapers, we learn that advertising in 1890 netted \$71,243,361, while proceeds from circulation figured \$72,343,087. This is in direct contradiction to the opinion so largely held that the advertising pays far in excess of the circulation. In addition to this, newspapers in 1890

did book and job printing amounting to \$32,812,113. The statements as to circulation and increase in circulation are, of course, almost valueless. Many of the statements that have come to the census office in regard to the number of copies circulated are not worthy of credence. The "circulation liar's" statement has been accepted as reliable in every case. The statistics on this branch of the subject remind one of D'Israeli's remark that there are three kinds of lies—"plain lies, d—d lies and statistics."

The figures as to increase of publications are interesting. Curious as it seems, quarterlies appear to have increased over 133 per cent during the decade. Monthlies come next with an increase exceeding 92 per cent. Dailies follow with 78.27 per cent, semi-weeklies with 60.90 per cent, weeklies with 47.35 per cent. Tri-weeklies have decreased over 45 per cent, being the only class of periodicals in which there has been a decrease.

Comparing the increase by the character of the publications, and not by the frequency of issue, we find that society, art, music and fashion journals have increased in number 175 per cent; that commercial journals come next with an increase exceeding 114 per cent, while religious journals press closely with an increase bordering on 114 per cent. Magazines devoted to general literature come next with an increase of 104.76 per cent. Newspapers—without reference to frequency of issue—have increased 48.34 per cent during the decade. Numerically the total increase in all publications has been 6,302.

An interesting table appears of the newspapers which did not do their own composition or press-work in 1890. The total number is 1,179. New York carries off the palm with 322; Pennsylvania follows with 189, Massachusetts with 93. Colorado, Delaware and North Dakota contain only one of such publications. The greater the population, apparently the greater number of such papers do the States contain. Probably the proportion is no greater when we consider the difference in the number of newspapers between the States of New York and Arizona. Possibly the co-operative system is responsible for such publications, since, when desired, the whole paper can be printed at the office of the co-operative company. O. H.

REFUSED FIVE HUNDRED THOUSAND A YEAR.

THIS WAS NOT ENOUGH TO TEMPT THE NEW YORK CENTRAL INTO LETTING ADVERTISING SIGNS BE PUT UP ALONG ITS LINE—BUT IT SPENDS MOST AS MUCH AS THIS IN ADVERTISING ITSELF IN NEWSPAPERS AND MAGAZINES AND ELABORATE LITERATURE—THIS AGGRESSIVE ADVERTISING POLICY OF THE PAST FEW YEARS IS BRINGING LARGE RESULTS.

Of course everybody in journalism or in advertising knows that George H. Daniels is the advertising potentate of the New York Central & Hudson River Railroad. I went in to see Mr. Daniels, the other day, to ask him what peculiarities there were in the advertising of his road. Mr. Daniels was not in, but his representative consented to talk for publication, provided I would give him no personal advertising. I consented with reluctance because the aforesaid representative of Mr. Daniels has done a lot of things which seem to me are deserving of notice and commendation.

"This department has developed very largely in the past few years," said Mr. Daniels' representative. "We are advertising 2,600 miles of road, and use for that purpose time tables, reading notices and special advertisements in magazines and newspapers. That form of advertising is of course expensive, but it is the most effective. Our magazine advertising began six years ago, during the lifetime of Henry Monett, Mr. Daniels' predecessor. We had no organized department before that. Since Mr. Daniels became General Passenger Agent, five years ago, this department has been greatly enlarged and developed. Mr. Daniels is the one General Passenger Agent of the country who considers the advertising department the most important in his division."

"Have you any figures to show what the effect of your advertising has been?"

REMARKABLE INCREASE.

"Our business has increased remarkably, very largely indeed. For instance, we now run seven trains every day out of Grand Central station for Chicago, including two 'Limited' trains; three to Cincinnati and two to St. Louis, and to Buffalo twelve trains, or practically a train every hour—an

increase of nearly twenty per cent in through train service alone in the past five years. Our Empire State Express, which has been in service four years, starts on its trip to Buffalo nearly every day with every seat taken, the direct result of the extensive advertising it has received."

"What do you use in the line of booklets, etc.?"

He produced a collection of about a dozen booklets about the size of an ordinary railroad folder, but very much thicker, all of them with handsomely embossed or lithographed covers, and many of them illustrated internally as well. They are called "The Four Track Series," of which No. 1 was entitled "The Modern Luxury of Railroad Travel," giving the most alluring description of the engines and cars on the vestibule trains of the New York Central Railroad. The illustrations bore some resemblance to the Pennsylvania limited, which I have noted in *PRINTERS' INK* before. The style of set-up is neat. I would like to reproduce it here. Each page had plenty of margin and daintily vignnetted. At the bottom there was at least three inches of white space, with a line of six-point gothic, upper case, printed in bronze ink, saying something neat and pertinent. The saying under the description of the drawing-room cars is "Good company makes short miles," and where it shows the shaving room it says, "A beard well lathered is half shaved," and at the end, "Travel to the younger is part of education; to the elder part of experience." Other books of the series are devoted to the Adirondacks and fishing at the Thousand Islands. In these little books are given all sorts of instructions where to go and where to camp out, what sort of fish to catch and what kind of bait to use, and diagrams of just how the fishing rods should be placed in the boat; outline maps of choice fishing spots among the islands, and over in the back advertisements of fishing tackle people and steamboat lines that run up and down the river, and other pertinent announcements that help to pay the bills.

BLOCK SIGNALS.

No. 17 of the series is headed "Block Signals," and is intended to convince the traveler that accidents are impossible on the great four-track line that is equipped with these modern

safety insurers. These books are sent to anybody that wants them, and are on file in the offices and stations of the company, and in hotel racks pretty nearly everywhere. Aside from this, the New York Central road issues an enormous book called "Health and Pleasure on America's Greatest Railroad—Four-Track Series No. 5." It contains over 500 pages, and it is sold at 10 cents per copy. I should think a copy of this book and a pocket comb would be all that a traveler could readily carry in his grip. I inquired if it really sold, and was informed that it did. The uniform size of the folders is 4x8 inches. The size of the ponderous publication in question is that of an ordinary book. The folders fit the rack and are convenient for the pocket. They are illustrated chiefly by photographs. I asked how they got these photographs.

"We employ a photographer on salary."

"Does he have a special train?" I asked, bearing in mind the Pennsylvania.

"He expects to have. We arranged, some time ago, to construct a car for his special use, but have been too busy building new stations recently." This photographer gets up big illustrations, and they are put up in hotels.

I asked about the magazine advertising. They use full pages in the *Review of Reviews*, *McClure's*, *Munsey's*, and, in fact, about all the magazines.

I asked him if he used novelties.

"No, we do not."

He said he had many remarkable propositions made for advertising. I asked him the most remarkable one.

A QUEER PROPOSITION.

"My gracious, that is hard to say. One man offered us \$500,000 per year for the privilege of putting in advertising signs along the road from New York to Buffalo. He was a peculiar fellow, enthusiastic, good-looking and shrewd, and almost carried us by storm; said he would put up neat wire signs that would not be in the least unsightly."

"But there are signs in the fields along your road now, are there not? How could you sell the privilege for this or prevent any one from putting up signs along your road?"

"This man wanted to put up signs along the fence near the tracks. We do not allow anything put up along our right of way. Some roads do, but we

never permit any advertising matter of any description in our stations, even handsome folders or descriptions. We have 40 or 50 propositions a day."

One way Mr. Daniels advertises his road is in his speeches. Being a popular orator, he has many propositions to address to the kind of people that have the money and wish to travel in New York Central luxury, and he avails himself of these opportunities both wisely and well.

He delivered an address before the American Association of General Passenger Agents, taking for his text, "A wheel in the middle of a wheel," Ezekiel, first chapter, fifteenth verse. In the usual folder form and size, it is to be found among the literature of the New York Central road. "Despise not the day of small things" was the text of another speech of his before the American Press Association last June at Lake George.

The recent record-breaking by New York Central trains, and the consequent free advertising in all the papers in the country, is one way the enterprising New York Central finds to keep itself favorably before the public.

ADDISON ARCHER.

HUMORS OF ADVERTISING.

A scrap book of clippings from the advertising columns of the press reveals a mass of goodly bits of unconscious humor. From such a scrap book are taken the following specimens:

"Eau de cologne water" and "gants de Suede gloves" are luxuries which we are told may be ours at "ruinously low prices." A Chinese laundryman will "wash and iron a collar with a cape for two cents," and will sell "tea and coffee at equally low rates."

A keeper of a boarding house wishes to rent a "room to a gentleman, large, airy and square."

Among the "rooms to rent" is also found a companion advertisement to the famous one which announces that "two sisters want washing," since a too hasty landlady is responsible for the alluring statement that she has "a handsome room, with bath for two."

It was possibly a printer's error that was responsible for the naive announcement that "Mme. Black has for rent a room for a single gentleman; beard very moderate."

The landlord who advertises a flat, "with all the modern improvements, no children," demonstrates that he does not know what "all modern improvements" are.

"Misfits bought and sold" strikes the reader as a foolish bit of candor on the part of the advertising tailor, and when we read that "we cannot begin to supply the demand for our \$5 pants" one begins to wonder why "we" advertise.—*The Counting Room.*

THE voice that speaks dies on the air almost before its echoes reach us, but the firm types and black ink hold through months and years.—*Frances E. Willard.*

RUNNING A NEWSPAPER.

I am business manager of the Brownsville *Daily Weakling*. I am also editor and proprietor of the paper, reporter and bookkeeper, but the experiences I'm about to relate refer only to my capacity as business manager, so I will simply call myself manager of the business department of this well-known daily.

When I bought this paper, eighteen months ago, it had 380 actual daily circulation. I turned over a horse that I owned for the press and outfit of the paper—no questions asked on either side. We concluded that the ill-will of the paper offset the advertising unpaid, and the debts more than wiped out the balance of the assets. The trade was, therefore, easily accomplished. Up to that time I had been selling garden truck about town for a living, and I had always considered my job harder than the editor's. He in turn envied me. So he took my horse and cart, and I took his newspaper and launched myself out as a journalist.

The change did not benefit the paper greatly. Nobody seemed to want to pay for it. There was no difficulty in keeping up the 380 circulation so long as I didn't try to collect for it, but the moment I asked pay for the paper the subscription was dropped. I finally concluded that 250 copies were all I could afford to put out in this way, so I let the circulation drop to that point.

This discovery necessitated keeping a pretty stiff upper lip in order to support myself and the paper from the advertising. The claimed circulation when I took the paper was 1,500 copies. With the new blood in it and the new management of course the circulation should increase. Up to this time I had always been pretty honest; in fact, it was hard to be otherwise in my old business. But the first thing I learned about the newspaper business was that honesty wasn't expected in this line. Certainly it could never be profitable; so I shortly raised the circulation figures to 2,000, and most of the newspaper directories the next year credited me with that. Thus for the first time the circulation of the *Weakling* was ahead of the Brownsville *Courier*. The *Courier* had for a long time claimed 1,800, and held there. But as soon as I began telling

advertisers about my 2,000 circulation the *Courier* came up to 2,200, and still held ahead of me. This, of course, forced me up to 2,500, and another similar move on their part brought me to 3,000. We had now reached about the limit.

The population of Brownsville was credited at about 4,500, and my rival and myself were evidently publishing about four daily papers for every family in it. To maintain this circulation it was necessary to maintain the population of Brownsville, so that increased in our figures as our circulation increased. Then we took in outside towns, and claimed all the circulation in them that the size of the towns would stand. Brownsville was getting to be quite a center for newspapers, and outside advertisers were writing for rates much more frequently than they used to do. Some of them accepted the rates quoted without question, if we would allow them the agent's commission direct. Of course we were glad to do this. No agency would offer us half what they did. The agencies all seemed to be suspicious of our circulation. They never even asked what our rates were, but made us offers about what we should have had if our circulation was really what it was. We always kicked on the price offered, but when it became evident that it was all we could get, of course we took it. Every ad saved us so much reading matter, and as nobody paid for the reading matter, the paper belonged to the advertisers.

I am getting along finely. All the paper, ink and type I need are paid for in advertising through the agencies, which will send me all the business I need to cover such purchases. I take pay for local advertising in groceries, clothing, furniture, etc., and get enough of it to enable us to live well. These Brownsville merchants charge me high prices and give me poor qualities generally, but I guess that I get even with them. In addition to this, more cash comes in from outside than I ever made in garden truck, and I find it easy to buy anything that I want from outside and pay for it in advertising.

Lately I have reduced my circulation claims a little. I call it 2,875, and say frankly that it has fallen off somewhat in outside towns. This sounds honest, and I find it a great deal better than claiming an even

3,000. The only part that troubles me is the expense of printing 250 copies daily, but I do not see how I can well cut it down. It takes half that number to go to my advertisers, and I must make a little show outside. I think it well to be cautious on this point. When one has the advertising business that I have, he doesn't care to risk it simply to save a few papers. I think that I shall still keep the circulation up to where it is.—*Results.*

PUBLICATIONS REACHING WRITERS AND NEWSPAPER MEN.

Allan Forman, of the now defunct *Journalist*, once interviewed a merchant in regard to advertising in Forman's newspaper. The editor-publisher was surprised to hear from the tradesman that newspaper men made no money, and that their trade was not worth advertising for. But Forman was equal to the occasion. He cited to the advertiser names of men who were making several thousands per year, and convinced his auditor that the rank and file of newspaper men were receiving salaries far in excess of those of persons in mercantile pursuits. He departed with an order for advertising in his pocket.

Within recent years a number of periodicals representing literary and newspaper folk have sprung up, and been given some measure of support by the scribes. None of them boast of a large circulation, and perhaps one reason may be found in the fact that newspaper men are so averse to paying cash for anything that can be secured through the medium of an "exchange copy."

The most recent debutante is called *The Editor*. It is published at Franklin, Ohio, at fifty cents a year, and is easily the most helpful to writers of periodicals of this class. It devotes itself principally to writers as distinguished from newspaper men. Its editor, James Knapp Reeve, is well known as a writer of ability. Its circulation is probably about twenty-five hundred copies, equal to the circulation of any other periodical of its class.

The Writer, published in Boston, enjoys a prestige founded on its age. It is run somewhat on the lines of *The Editor*, but does not pay for outside contributions and hence lacks somewhat of the progressiveness of its Ohio competitor. It reaches, perhaps, the

same number of writers, and would probably prove a good advertising medium.

The *National Printer-Journalist*, of Chicago, is a monthly with a circulation exceeding 2,250 copies. It is devoted exclusively to the newspaper profession, and is particularly suitable to those who are both printers and journalists at the same time. Like all the periodicals of this class it is well printed, and, although its matter is somewhat technical, it is fairly readable to outsiders.

New York boasts of three publications of this class. They are *Newspaperdom*, *The Newspaper Maker* and the *Fourth Estate*. They are very similar in regard to make-up and all are weeklies. Personally, I should place *Newspaperdom* at the head of the list. It has recently been greatly improved, and is a very interesting and valuable publication. Certain articles on advertising which have lately appeared in it have been original and suggestive. The circulation is possibly fifteen hundred copies.

The *Fourth Estate* and *The Newspaper Maker* are as like as two peas in general make-up, and a reader could not tell which he was reading did he not see the title. This is due to Mr. Lancaster, of the latter periodical, having been the editor of the *Fourth Estate* up to the time of establishing his own publication. The *Fourth Estate* has probably about 1,000 circulation, a figure that is probably closely approached by the *Newspaper Maker*.

All the papers already mentioned are national in their scope, but there exist three papers which are local. These are of the size of PRINTERS' INK. One of them is the *Missouri Editor*, devoted to editorial happenings in Missouri; the second is the *Nebraska Editor*, covering Nebraska, and the third the *Newspaper West*, devoting its attention to Kansas. The circulations of these are, like the others, comparatively small. G. T. C.

BEING SPECIFIC.

To be effective, an advertisement must direct the reader's attention to what it offers for sale in a manner that will not only convince him of its general merits, but will suggest particulars that he will find in the goods when he sees them. I believe it would be of almost, or quite, as much value to a merchant to print only his name in a space in a newspaper without reference to goods as to print the general remarks a ready-made ad must of necessity consist of—either brag and bluster or platitudes.—*Newspaperdom.*

NOTES.

O. K. IS a post-office in Tunica County, Miss.

THE Chicago *Dispatch*, last week, celebrated its third birthday.

MISS KATE E. GRISWOLD, the editor of *Profitable Advertising*, has purchased that publication.

THE census reports show that our per capita increase in wealth has been from \$205 in 1820 to \$1,039 in 1890.

THE Oct. 26th issue of the *Music Trade Review* contains a historical sketch of the piano industry in New York.

IN a clothing dealer's window in Poughkeepsie the following sign is placed near a row of shirts which are marked 98 cents: "We advertise our shirts, and our shirts advertise us."

A MARKET street wholesale house draws a crowd about its windows. It displays the articulated bones of an arm, with the information: "This arm is supposed to have belonged to Martin Dunn, one of H. H. Holmes' victims."—*Chicago Times-Herald*.

AN INVITING FIELD.

PRINTERS' INK has offered a prize to the writer of the most attractive advertisement for that periodical. They say that there are already more than 400 competitors, and that there will be 800 heard from before the prize is awarded. The competition is quite likely to develop the comparatively new occupation of advertisement writing, which opens a very profitable field to those who have the knack or who can acquire it.—*Boston Herald*.

SARCASTIC RULES.

The Montreal *Pharmaceutical Journal* prints the following interesting rules for drug clerks:

If you see a customer enter, turn your back around and look at some bottles on the shelf. It has an air of sociability.

Always have the floor of your store mopped up in the busy time of the day. It impresses the customer with the idea that you value cleanliness.

Always wear an angry expression when you have to go over to the soda fountain. It is not suitable work for a man of your ability and you are not paid to conceal your feelings.

Distribute two or three cats over the store. It makes fun when a customer brings in a dog.

If a lady asks about perfumes, take an atomizer and spray some in her eyes. When she sees how lavish you are with it, she will appreciate its value.

Never put up a prescription in less than half an hour after you receive it. You are the best judge of its urgency.

Never change the contents of your showcase. Customers who have been coming in for several years might miss sight of "old friends."

If you are selling tooth brushes always rub them across your hand or sleeve to show how pliable the bristles are. It enhances the value to the buyer.

AN ADVERTISING SCHEME IMPENDING.

The following advertisement was noted in last Sunday's daily papers:

HORSEBACK riders, ladies, to ride astride through the city. Answer "HORSES," Box 400.

30c. a line for the
NEW YORK PRESS
125,000 circulation

—no extra charge for cuts,
display or broken column
rules. No other paper whose
circulation is so large and
so desirable treats its ad-
vertisers so liberally.

THE OLD CUSTOMERS.

A bird in the hand is worth two in the bush any day. Hang to your old customers. When one of them gets in a huff and thinks he is an injured party look into the matter and see where the trouble lies. Don't let him get out to air his opinion among his friends until you have tried to bring him back into the fold.

Independence is a valuable quality, but pig-headedness is enough to ruin any business. Independence does not prohibit a man from getting at the truth and illustrating it by any means. Every old customer who transfers his patronage elsewhere must be replaced by a new one and it is easier to hold the old one if the proper means are employed at the right time.—*Shoe and Leather Gazette.*

ABOUT BLUFF.

Bluff is especially unprofitable when it is employed in advertising. You may bully one man across your counter, but in the community there are a dozen who will see through your advertising bluff in the newspaper—and woe be unto you! "The biggest stock in Smithville" doesn't "go" with these keen observers; "A \$15.00 watch for \$4.98" is too transparent; and the whole list of foolish assertions with which you hope to bulldoze the public perception is futile with a considerable part of every community. A bluff that does not succeed is most extravagant; for it permanently lowers the respect held for you by your intended victim, and handicaps any honest and fair presentation which you may make subsequently.—*Keystone.*

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST, RACINE, WIS.

THE WAVE, San Francisco, Cal. the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg. New York, N. Y., sole agent. **13,000** weekly guaranteed.

WOOD ENGRAVING AND ELECTROTYPING.

GOOD WORK AND REASONABLE PRICES.
EASTERN ELECTROTYPING CO.,
91 Sabin Street, Providence, R. I.

AGRICULTURAL are a class of farmers who can appreciate a good thing when they see it, and who enjoy the luxuries of life as well as the necessities. Try it **EPITOMIST** vinced. The **EPITOMIST** is a paper made up wholly of original articles from the pens of practical and progressive farmers. Its **READERS** various departments are brim full of interesting and educational matter, told in an interesting way to those interested in farm, garden, dairy, poultry or household pursuits. Send for sample copy and advertising rates to

EPITOMIST PUB. CO.,
Indianapolis, Ind.



have for sale as an

Advertising

Novelty.

an article of constant use to every business man. This is no trivial toy, but an article you would not hesitate to present to your most valued customers. It is so cheap that you can afford to distribute it freely, and is so really useful that it will certainly be kept by its recipients. Sample by mail upon receipt of four 2-cent stamps.

FRANCIS I. MAULE,
828 Chestnut St., Philadelphia.
It can be used for any business.

WANTED....

An Experienced Advertising Man

For a large department store
in a Western city.

State previous experience, references and salary expected. Permanent and good opening to a wide-awake man. Applications confidential. Address No. 14, PRINTERS' INK.

30,000 Families

Subscribe for the popular
household magazine

The Household Realm :::

Published monthly at Cleveland.

Shrewd advertisers are using it.

For rates and sample copies,
address

W. H. ENGLAND,

SPECIAL AGENT,
842-844 Broadway, NEW YORK.

LOVERS OF PHOTOGRAPHS

SHOULD SUBSCRIBE TO

..CELEBRITIES..

monthly, only magazine in the world illustrated by actual photographs, cabinet size, regularly mounted and with biographies. 10 new photos each issue. Price 35c. a copy, \$4 per year, post-paid. Sample copy 50c. Address CELEBRITIES, 25 West 24th St., New York.



MR. D. M. COBB of 1034 Union Ave., Kansas City, Mo., under date of June 16, 1895, says: "For a number of years I have suffered from constipation in its severest form. My liver failing to act for a week, I have tried any number of specifics and have also had physicians prescribe for me, but only received temporary relief. During the early part of the past winter I had my attention called to Ripans Tabules by a small sign on a telegraph pole, which said 'One gives relief.' I procured a box and was at once attracted by the neat form in which they were put up. Before I had taken half a dozen doses I began to feel the good effect, especially from the pain I would suffer when my liver was trying to act. I have now taken three boxes and have no more trouble. My bowels act regular and free and as a result my health is much improved.

(Signed), D. M. COBB."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.



TEXAS FARM and RANCH, TEXAS.

A CLEAN PAPER
FOR CLEAN ADVERTISERS
SEEKING CLEAN CUSTOMERS.

RESPECTED and READ

By the best and most
prosperous buyers in
Texas, Arkansas,
Louisiana, Oklahoma,
Indian Territory and—

New York Office,
47 TIMES BUILDING.

Chicago Office,
1511 MARQUETTE BUILDING.

Printing...

BECAUSE you are not located in New York City is no reason why I should not do your printing. I have done work for people all over the United States—and have customers in England. Everybody is pleased with my work. Last week I printed a booklet for Bierman, Heidelberg & Co., the largest clothing manufacturers in the United States, and their manager said it was the handsomest piece of work he ever saw. I honestly believe that no other printer can do better work than I can. I want an order from you—no matter how small—just to get acquainted and let you see what I can do. I am responsible for all the mechanical part of PRINTERS' INK. I am proud of it. Address, WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce street, New York.

THEY LEAD....

in circulation, influence and everything that makes a first-class newspaper.

THE JACKSON
(MICHIGAN)
PATRIOT

**MORNING
EVENING
SUNDAY
TWICE-A-WEEK**

Get a copy of the paper and compare with others in Michigan.

ADDRESS

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

*The
Atlanta
Exposition*

Draws an army of visitors from all parts of the country. They will read the Fair numbers of

*The Southern
Homestead,*

The only magazine in Atlanta. Advertisers should take advantage of the guaranteed

60,000

Monthly Circulation.

Write for rates and sample copy to

W. H. ENGLAND,

SPECIAL AGENT,

842-844 Broadway, NEW YORK.

**A Bona fide Subscription List
Reaches Homes.**

...We Have It...

TRUTH

THE OLD CRITIC AND WORLD COMBINED.

The organ of the young Republicans of Michigan. Published Sunday and circulated in Detroit and throughout the State.

Guaranteed Circulation of

...28,000...

For Advertising Rates address

BURCH & LaRIVIERE, Publishers,
42-44 Larned St., West, Detroit, Mich.

**Midland
Monthly**

Des Moines, Iowa.

Only high-class literary publication west of the New England States reaching a prosperous purchasing clientele, covering what heretofore has been an unrepresented section in the literary world.

Sample copies free and any information desired may be obtained by addressing the New York office, or

J. H. PURCELL,

Advertising Manager,
DES MOINES, IA.

LOUIS RICHARD SMITH,

Eastern Representative,
Room 4, 10 Spruce St., N. Y. City.

IF YOU

should buy
space in a
journal reg-
ularly for 10
years and
over

It must be a paying investment or you would not continue.

That's just what some advertisers have been doing with us.

You Should Do Likewise

It pays other advertisers to use our columns and it will pay you.

ADDRESS

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

BRANCH OFFICE,
66 WORLD BLD., NEW YORK,
BYRON ANDREWS, MANAGER.

IT BEATS ALL

why some advertisers use so promiscuously mediums of small importance just because they buy space cheap without regard to the paper's relative value.

THE WHEELING (W. VA.) NEWS

covers West Virginia and Eastern Ohio more thoroughly than any paper in above locality, and combines value and worth with moderate cost. Look us up and verify above assertion then

WRITE US!

C. E. ELLIS,
Special Representative,
517-518 TEMPLE COURT,
NEW YORK.

"An honest tale speeds best when plainly told."

THE Kansas City WORLD,

Circulation, 29,000 DAILY,
32,000 SUNDAY,

Offers in proportion to circulation the best advertising for the least money. Write us for estimates.

If you put it in The World it wins.

THE WORLD,
Kansas City, Mo.
A. FRANK RICHARDSON,
Special Representative.
L. V. ASHBAUGH,
Manager.

Chamber Commerce, Tribune Building,
CHICAGO. NEW YORK.

The Church Standard

Will work for you among the members of the Protestant Episcopal Church in the United States, and particularly in the great Middle Belt, as no other paper of its kind can do. Please bear this fact in mind in considering the composition of your list of mediums for the coming year.

Putting our arguments for its use upon the lowest possible ground—it will save you money, as its rate per thousand is lower than that of other papers of its class. It is the experience of our advertisers that the returns they receive put this consideration quite into the background. Let us prove this to you.

If you want to reach what is undoubtedly the best buying class in the country at the lowest cost, and without in the least sacrificing quality, put THE CHURCH STANDARD on your list. Unless, however, you have something to advertise which will appeal to them, don't do it.

The Church Standard Company,
Philadelphia.

FRANK E. MORRISON

**New England
Magazine**

¼ Page 1 year \$135.

PUBLISHER'S SPECIAL AGENT.

NEW YORK

CHICAGO

...STILL COMING...

Other clients are still sending unsolicited testimonials as to the relative value of the advertising columns of

The Harrisburg Telegram

READ THIS—

TO THE HARRISBURG TELEGRAM,
Harrisburg Pa.

LEWISTOWN, PA., 9-30-95.

GENTLEMEN—Our advertisement in your paper has brought us many replies and we feel it our duty to congratulate you on the HARRISBURG TELEGRAM as an advertising medium. We have received replies to our advertisement in the HARRISBURG TELEGRAM from every State in the Union.

Yours for success,
E. E. CLABRY, Mgr.

Write for rates.

C. E. ELLIS,
Manager Eastern Office,

517-518 Temple Court,

New York.

Year ~ After Year

If you examine the files of the Chicago Newspaper Union Lists you will find that the same advertisers have remained with them year after year.

Hard-headed business men do not patronize mediums out of sentiment. Unless a medium brings returns, it is dropped as quickly as a hot coal.

The fact that they remain is evidence that it pays. And no wonder! 1450 papers, each the oracle of its own town, often of the entire county!

One order, one electro does the business.

Chicago Newspaper Union,

93 S. Jefferson Street, Chicago.

10 Spruce Street, New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

GENERAL ADVERTISING.

This is an advertisement that is printed in high-class magazines for

DON'T SWEEP THE OLD WAY!
THE NEW Woman
 Sweeps Hard and Soft
 Carpets,
 Bare Floors,
 WITH A
SWEEPERETTE
 ALL DEALERS
SWEEPERETTE CO., Grand Rapids, Mich.



the purpose of selling something to high-class women. Does it look as if it would do it? The better and more important half of my household told me that this was about the worst advertisement she had seen for a long time. She said that the head-line was good, but that the goodness stopped right there. She said she was utterly disgusted with the ad when she read it, because she was looking for information; that she would have liked very much to know what the "Sweeperette" was—what it would do—and why it was better than any other sweeper. She said the illustration was disagreeable and obnoxious; and that it gave the impression that the implement in the woman's hand was a "Sweeperette." She presumed this wasn't true, because the instrument looked like a broom.

Now, there is no theory about this. We have got a basis to start on when we say that this advertisement is absolutely bad. If it so utterly fails in selling effect in the case of one woman, it is pretty sure to do so with almost all other women. The theory about the ad is that it is bad because it is ugly, and because it doesn't tell anything about the article it pretends to advertise. As a matter of fact, it isn't an advertisement at all, because it

doesn't advertise. Some time somebody will coin a word for the purpose of describing ads that don't advertise. If there is anything distinctively good about this "Sweeperette," it certainly can be told in a way that will make sales. There is no possible question about that. Household conveniences—things that will lessen the labor of housekeeping—are things that will sell quickly and easily, if only women are told about them plainly and convincingly.

I haven't selected this "Sweeperette" ad because it was any worse than a good many others in the magazines, but simply because my attention was forcibly called to it. I think I can safely venture on the assertion that more than half of the advertising space used in the magazines does not bring profitable results. I think it would be safe to bet that more than half of the advertising did not bring back in total cash receipts—directly or indirectly—50 per cent of its cost. It isn't the fault of the magazine space—that is all right, if people will only use it in the right way. One of the things that makes magazine advertising unprofitable is the use of too small spaces. I doubt very much if two-inch space in magazines can be made to pay. May be it can—but I doubt it, just the same. I firmly believe that it would be much easier to make a quarter page pay than to make two inches pay. And I believe that it would be easier to make a half page profitable than a quarter page. I mean actually more profitable, considering the expense and receipts. I would rather have a good, strong, half-page ad in one magazine than to have a quarter-page in two. I believe that there are times when the half page in two magazines would be better than a full page in one, and vice versa. A two-inch advertisement has a chance of being seen by a more or less certain proportion of the magazine's readers. By the same token, a quarter page—being twice as big as a two-inch space—would be seen by a greater propor-

tion of them. I am inclined to think that a quarter-page ad will be seen by three people where a two-inch ad will be seen by one. Therefore, instead of having a two-inch ad in two magazines reaching 400,000 people, I would rather have a quarter page in one magazine, reaching 200,000 people, because my quarter-page ad would actually be read by more people than the two-inch ad. An attractive page advertisement in one of the leading magazines is practically certain to be seen by every one of that magazine's readers. I think the proportion of readers who do not see an attractive and artistic page ad is exceedingly small. My guess would be that a striking page ad was seen by 85 per cent or 90 per cent of all the readers of the magazine in which it appeared. I don't believe that 20 per cent of a magazine's readers see any given two-inch ad. I am inclined to the belief that not 10 per cent see it. I believe that the magazines ought to encourage the use of quarter and half pages and discourage the use of any thing smaller. The thing will work around so that each magazine will have just the same income that it has now, and the advertisers will have more income. As a matter of fact, it will make magazine advertising more profitable, and will therefore induce more people to go into it. In that way it will increase the income of the magazines and be a good thing all around.

There is another point about page advertisements, and that is that they offer an opportunity for striking and artistic effects that cannot be secured in smaller space. In a page there is a possibility of producing something that will create comment, and that will be talked about. Take, for instance, the Cleveland Baking Powder ad entitled: "Two Winners." I will venture to say that many thousands of people who saw that advertisement spoke of it to others—showed it to other members of their family—and so doubled and tripled and quadrupled its effect. Talk is advertising. If you can get people to talk about your ads, or your goods, or yourself, in a favorable way that is good advertising. If they merely talk in a negative way it is worth something. John Wanamaker once said that if a man merely stood on a street corner and said: "Wanamaker, Wanamaker, Wanamaker," over and over again, that that would be advertising,

and would be worth something. An advertisement that is attractive enough to make people talk about it is worth about fifty times as much as an advertisement that does not produce this result.

* *

Binney & Smith, New York, manufacturers of colors, advertise in trade papers and contrive to secure very striking display for their ads. The body of the ads that I have seen is very good. It gives information that ought to be desired by those interested in this particular kind of goods. I don't like ads that start out with something entirely foreign to the subject, and then drop into the real business with a sudden jolt. I reproduce these two advertisements because they are excellent, with the exception of the opening sentences of each. If the ad headed "Black Talk" had left out the canary bird part, it would have been about one hundred per cent better.

BLACK TALK!

A CANARY BIRD

is out of place at a cat show; so is a poor-drying Black in a quick-drying Paint. Some Blacks dry quicker than others; and for making Black Dip, Machinery, Enamel, Buggy Paints, you want a quick-drying Black. You should use our "X.X.X." Q. D. B. It is the quickest-drying Black known.

If you are using a Carbon Black, and have difficulty in making it dry, we will tell you what to do, sending a sample of the blackest and strongest Cotton Black made. Do you want a sample of these Blacks? Your address, please.

BINNEY & SMITH,

Pearl and John Streets, - NEW YORK.

The Defender and Valkyrie.

Yachts Jockey to Gain Position.

It is not so with us. The "points" we depend upon to win your trade and favor are right goods, right prices, right treatment. We can match any Gas Black, Lamp Black, Ivory Black, Drop Black, Frankfort, Mineral or Charcoal Black submitted us; so send us a sample of the Black you are using, or wish to use. Wanting your trade, we ask for a chance to get it.

BINNEY & SMITH,

Pearl and John Streets, - NEW YORK.

RETAIL ADVERTISING.

I am getting tired of saying the same things over and over again, and yet it seems that they are necessary things to say, because each time they are prompted by some new evidence that they are needed.

LASTING ODORS.

Nothing makes a prettier or more appreciative Christmas present than a bottle of fine perfume such as we are now showing in profuse variety. Our perfumes are the very best obtainable and the odors lasting. We are displaying a line of plain and fancy cut bottles that cannot fail to please you. Our assortment of toilet articles probably includes something you are wanting. Call in and see this week.

H. L. SEYFERT & Co.,
Reliable Druggists.

Here's an advertisement about perfumes that very narrowly escapes being good. It ought to contain a list of the odors, and if two or three or four of these odors are especially desirable, it ought to say so. A man who says that every perfume in his store possesses remarkable lasting qualities is making a statement that nobody is going to believe, and that will do him more harm than good. There are many delicate and desirable odors that are not lasting; and if they were lasting, they wouldn't be delicate or desirable. Perhaps there are some delicate odors that are lasting, but all of them are not. I will venture to say that in this particular stock that is advertised there are perfumes that many people will like and will buy in preference to all others, the odors of which will not last two hours out of the bottles. Why not tell these things in an ad? People are going to find it out. It won't do any good to lie about it. Why not tell them "Here's one perfume that is extremely delicate, but is not permanent, while here is another that is nearly as delicate that lasts longer, and still another for people who like a rather rich odor that will last for days." If you are "displaying a line of plain and fancy cut bottles," tell people something about them. Describe some of the designs in cutting. Tell how big the bottles are and how much they cost, and what a swell thing cut glass is, any way. There are thousands and thousands of pretty good people who don't appreciate cut glass. They know in a general way that there is such a thing as cut glass, but they don't really know anything about its beauty, or its superior strength.

The best thing in the world to put into advertising is information—information about how things are made, and why they are made that way, and what they are good for. Advertising that doesn't convey information isn't good advertising. That is a good point to start from.

* * *

A week or so ago I had something to say about the relation of store management and the conduct of clerks to advertising. I have since discovered on the back of a billhead used by R. J. Horner & Co., of Twenty-third street, New York, the following statements in large "red type":

WE endeavor to secure and sell only such goods as are absolutely reliable, and would request our patrons to promptly report any cause for dissatisfaction, in order that we may remedy any defects of manufacture, such as are liable to occur in the best made furniture.

WE also desire to be informed of any inattention or mistakes on the part of our salesmen, clerks or drivers.

These two paragraphs sound just exactly as if the writer meant what he said in them, and yet, when I showed them to a man who has had experience in Horner's store, he said that it sounded very nice, but it wasn't so—or, at least, that the treatment it seemed to indicate wasn't to be secured in that store. This illustrates the point that I tried to bring out in my previous talk: That the inattention, incivility and incompetence of clerks exist without the proprietor's knowledge, and that one of the best things he could do would be to get somebody, in some way or other, who would go into the store as a stranger, and afterwards tell him just what happened. I understand, of course, that this idea would be resented by the salesmen. They wouldn't like to be "spied upon," but those who didn't deserve the watching would certainly lose nothing—as a matter of fact, they would gain, because the proprietor would know exactly which employees were working most in his interest. The clerks who needed watching would represent this method most, which is certainly quite natural.

* * *

HAVRE DE GRACE, Md., June 15, 1895.
Charles Austin Bates, New York:
DEAR SIR—Your "clearing house" in the Little Schoolmaster is read by the writer

with much interest, and the advertisements of "Great Scott," a Baltimore retail furniture dealer, strike us as being novel and interesting. Whether they are the best or not is a question.

What is your opinion?

The "ads," or readers, you will observe, are set in regular "news heading" type, and each is invariably placed at the head of the first column on the first page of the Baltimore *Morning Herald*, one of the best and most expensive papers, and the cost for such publication is large, as we know.

The ads marked 1 and 2 are the kind he published daily for nearly twelve months, all in the same general style, without giving "Great Scott's" place or business in any way. Three, four, five, six would be published, say once a month or so, in his regular space; this, of course, localizes the business.

Now we observe he is running "Great Scott's Proverbs" daily, which, as before, do not contain any mention of place or business. (Specimen inclosed.)

The advertising is successful from the fact that "Great Scott" has built up a big trade and is constantly busy; so whether this is good advertising answers itself.

These ads are prepared by Mr. Geo. P. Gardner, a bright and capable writer.

Yours, W. S. McCOMBS.

P. S.—Mr. Scott, say once in two weeks or so, has a half-page or full-page ad, displayed, in all the Baltimore papers as an adjunct to these daily readers, proverbs, etc.

This is a lot of advertising which, I suppose, is good, because it brings business. Most of them don't tell anything about Mr. Scott's business, and, for that reason, I can't help thinking that they are not as good as they might be. I am free to say, however, that I am willing to throw up my hands in front of the fact that the ads pay. You can't get around that—unless it is by saying that, if they were different, they might pay better.

These reading notice ads, proverbs, etc., may be very good things in calling attention to the half-page and page display ad, in which, I presume, prices and particulars are given. I am inclined to think that it is the half-page and page ads that do the business, and not the reading notices. The proverbs and the other talks are certainly very well done, and they are worth reading for their own sake. I suppose, for that reason, they make a great deal of talk, and that the amount of indirect advertising received is very great. One of these reading notices I reproduce, because it is better than the others. It really does tell something about the business and methods of the advertiser, and does it in an interesting way. It doesn't give the address, and this, I think, is a mistake. I think the address ought to be woven in some way in each of the advertise-

ments. It can't do much harm, and it may do a great deal of good.

HUMBUG IN BUSINESS,

GREAT SCOTT SAYS, CAUSES ALL THE FAILURES.

There's Only One Way, According to the Great Price-Cutter, to Succeed in Business, and That Is the Honest, Legitimate Way—Always to Tell the Truth and Do As You Agree!

"JUST TAKE a chair, like a good boy, while I see what those ladies want," said Great Scott as he threw his overcoat on a chair beside me and hurried back to where three or four ladies were waiting—all the salesmen being busy. He soon returned and sat down beside me.

"Do you know what they want?" began Great Scott. "They want to buy some Fancy Chairs which I advertised last week at 50 cents on the dollar to close them out."

"And I suppose they're all gone," I ventured to remark.

"Not much," said the Great Price-Cutter, "and if they had been, so long as they called for anything I advertise I would take what they might select from Chairs not advertised and cut them to 50 cents on the dollar rather than disappoint them."

"That is the way I do business. I never advertise a handful of anything—for small lots, you know, wouldn't last long here—and so I arrange to have piles of whatever I advertise before calling special attention to them. In this way I never disappoint people, and in this way I get their confidence. So that when the people see my name to anything in the papers advertised as Bargains they come here to get them—and they do get them."

"Without this confidence I could never have built up this enormous business in a few years. I treat everybody right; I treat them as I'd like to be treated myself."

"But don't all merchants live up to their advertisements?" I asked.

"Why, no! If they did, advertising would pay them; but instead of that it ruins them. Do you know, my boy, that the instalment 'Combine' advertise much more than I do, and yet while I am growing they're falling or going out of business! And why? Because the people don't believe a word they say, and won't go near them. And can you blame them?"

"Here, for instance, is an instalment store, that never had ten thousand dollars' worth of Furniture and Carpets and second-hand clothes under their roof at one time, advertising a 'Dissolution' Sale, or some such humbug, and telling the people that they have three or four hundred thousand dollars' worth of goods to sell."

"The truth is that the Instalment 'Combine' had not at all told, a quarter of a million dollars' worth of goods at the opening of the season, and hardly half that now."

"That's humbug No. 1, and the people know it. In the second place, this instalment store that pretends to be 'dissolving' claimed only a few days ago to be doing all the business and making all the money; and yet some modest young member, whose name is not given, of course, wants to draw out for fear he'd grow rich too fast. He must be the white crow of the family!"

"That's humbug No. 2, and the people know it."

"Why, bless your young heart, the people see through all this clap-trap and humbug just as quickly as we merchants do. This is the most intelligent community in America, and any successful merchant in Baltimore will tell you so. To succeed here you must be honest and do the square thing by everybody. You must sell good goods cheaper than anybody else in your line, that is the long and short of it, and all the fake 'fire' sales, and all the fake 'improvement' sales and all the fake 'dissolution' sales only keep sensible people away from the stores that have recourse to such methods."

"Let me give you one piece of advice, my boy: If ever you go into business, and wish to succeed, never try to deceive the Masses; for if you do the Masses will quickly make room for the sheriff."

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Shoe Store.

On a New Footing.

What still remains of our Summer Shoes (and there are not many) you may have almost at your own price.

We are now in the field with nearly complete lines of New Fall Shoes. This is going to be our "BANNER SEASON," if Shoe Wearers will buy where they can secure the best Shoe Values for the price in America.

School Shoes

is and always has been our hobby. We put more genuine service for the money into our School Shoes than into any class of Shoes we sell—that's why we shoe about half of Washington's juvenile population.

For Fire Insurance.

It is no simple matter

TO INSURE SAFELY
AGAINST LOSS
BY

FIRE

It is easy to pay premiums so long as there is no loss, but when the loss comes, then is the period of uncertainty whether the policy was properly drawn and the company sound. Insurance ordered at our office will be correctly written if you will furnish us with full particulars, including all the kinds of property you wish covered. Most any one knows that we can give you the strongest companies to be had.

DOW & PINKHAM.

For a Trunk Store—(By Kneass).

How about the Trunk for the boy or girl going away to school? We are well stocked with School Trunks. You won't buy a better Trunk than ours at that price. Lower priced ones—and good travelers, too.

Possibly the old trunk may "hold over" another season if it's "fixed." Suppose we call and see it and give you an estimate.

For a Drug Store—(By Evans).

MOST BABIES **S**
need — Powder. Cures
red, itching skin, Chafing
and Prickly Heat. —c. box.

For a Clothing Store—(By S. M. Hydeman).

How about that Suit?

YOU PROMISED YOUR-
SELF ONE THIS FALL,

and of course you are anxious to buy it as cheaply as possible.

We have spent several months looking up desirable Clothing for Fall and Winter, and have an aggregation of good values that can't help being of interest to you. No matter what your taste is, we have Clothes to please you—any color, any style and any price.

For a Bakery—(By Holmes).

News for "Sweet Tooths."

YOU'LL FALL IN
LOVE WITH

Our Home Made Cakes

Made at home! And of the very best materials. Delicious for Lunch, Dessert or Parties. Made up fresh every morning and delivered anywhere promptly on receipt of written request. To try them once is all we ask.

For a Laundry—(By F. H. Walker).

Hang Up

—your lace curtains now, but don't attempt to wash them yourself. You will only succeed in tearing and stretching them all out of shape. A lace curtain is a very delicate piece of fabric, and it should only be laundered by those who have special apparatus and facilities. We have the best facilities and more experience in this line of work than any other steam laundry in —, and our hands are so careful that we have never yet had a claim against us for damages. Drop a postal and we will call for and deliver your lace curtains promptly.

For a Photographer—(By W. H. Stalce).

AS a rule a child takes a better photo than an adult. Grown-up people are generally self-conscious and are hard to divert from the fact that they are being recorded. With a child it is different—one touch of the spring of a mechanical toy and the subject smiles in interest of the maneuver. We make a specialty of taking Children's Photos.

For a Furniture Store.

RUGS

AT LITTLE PRICES.

—Such phenomenal selling of these pretty creations earlier this week that we repeat the values for another great day of selling.

—These are mostly American-made Rugs—and the best that can be made for little money.

A SMALL "AD"

▼ ▼ ▼ Surprised at the Results!

Brought More Callers

**"And a Higher Class, Than Known
In Our Experience."**

It is gratifying to hear an advertiser CONFESS TO PAST PREJUDICE, and then admit that he is ASTONISHED BY PRESENT RESULTS. That

The... Philadelphia **ITEM**

IS READ BY EVERYBODY is a fact that cannot be denied. RESULTS prove the truth of the assertion.

Here we have an advertiser who tells us he is "SURPRISED as to the RESULTS of a small 2-line ad," and while confessing to a past prejudice against THE PHILADELPHIA ITEM, admits that the advertisement brought in "MORE CALLERS, and a HIGHER CLASS OF CALLERS, than has been known in our experience."

Could any paper want a more HONEST, CANDID and EMPHATIC INDORSEMENT than that?

It proves all that we claim regarding the importance and value of THE ITEM as an ADVERTISING medium, and that it is essentially THE PAPER OF THE PEOPLE.

EXPERIENCE EXCELLED.

MANAGER THE ITEM—Please allow us to CONGRATULATE you and to EXPRESS OUR SURPRISE as to the RESULTS of a small 2-line "ad" recently placed in THE ITEM.

We confess to a past prejudice against THE ITEM, but DO NOT HESITATE to say that our small "ad" BROUGHT IN MORE CALLERS, and a HIGHER CLASS OF CALLERS, than has been KNOWN IN OUR EXPERIENCE.

NATIONAL HOME PURCHASING CO.,
E. RICHMOND, Manager,
1305 and 1307 Arch St., Philadelphia.

S. C. BECKWITH,

Sole Agent for Foreign Advertising.

TRIBUNE BUILDING, NEW YORK.

THE ROOKERY, CHICAGO.

20,496 Daily....

DENVER

Has no competing city within a radius of 500 miles. Colorado, Wyoming, New Mexico and Arizona people all read the Denver papers and buy the goods advertised therein. The

REPUBLICAN

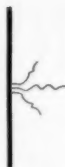
is the greatest of these, has the largest circulation, is taken by the best people, is the most reliable. It is the best newspaper between St. Louis and San Francisco. Advertisers will make money by patronizing THE DENVER REPUBLICAN.

....29,229 Sunday.



R U Superstitious?

**DO YOU
BELIEVE IN
SIGNS?**



If you do you are a judicious advertiser and a good business man.
Judicious advertising

Always Pays,

and especially when you advertise
in a paper that is read by everybody
in its territory—

The.. **Chicago**
..Dispatch

By **JOSEPH R. DUNLOP,**

reaches the eye of everybody in and
about Chicago.

You Can Prove for Yourself

THAT THE

Detroit Suns

will pay you—if you use their advertising columns.

They are the leading sensational periodicals in their surrounding territory and are read from beginning to end with great avidity by all their clients, which we guarantee amounts to

Over 120,000

Copies per week.



Key Your Advertisement.

THEN SEND ORDER TO

**C. E. ELLIS, Special Representative,
517-518 Temple Court, N. Y.**

IT IS

EASY TO CLAIM FOR A NEWSPAPER
THAT IT IS THE BEST ADVERTISING MEDIUM.
THAT ITS CIRCULATION IS THE LARGEST.
THAT ITS FACILITIES ARE THE GREATEST.
THAT ITS BUILDING IS THE FINEST.

B U T

WILL THESE CLAIMS STAND THE TEST
OF PUBLIC INSPECTION?
CAN THEY BE SUBSTANTIATED?

The Pittsburg Times

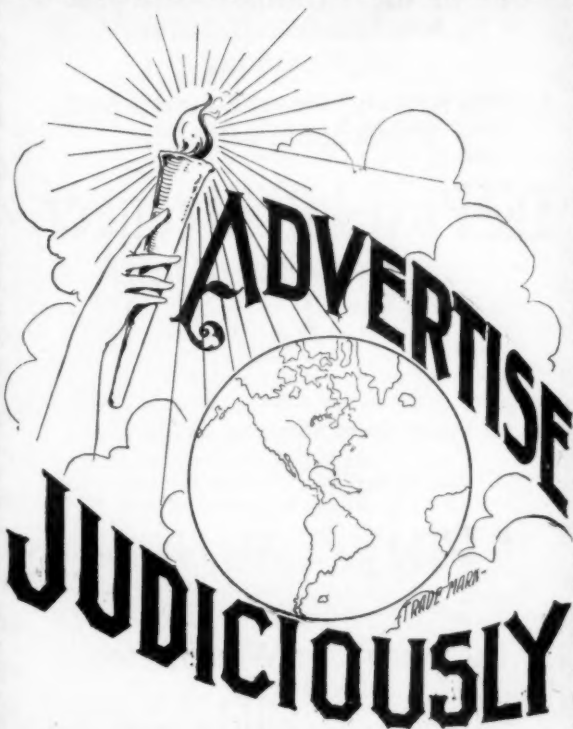
CLAIMS THESE ADVANTAGES AND MORE.
THE TIMES IS THE BEST EDITED AND
MOST ENTERPRISING NEWSPAPER IN
WESTERN PENN. IT WAS THE FIRST
ONE-CENT MORNING PAPER IN PITTSBURG
AND IS NO LONGER AN EXPERIMENT.
IT HAS AND HAS HAD FOR SEVERAL YEARS
THE GREATEST CIRCULATION.

**Press Room and Circulation Books
OPEN TO ALL.**

New York Office:
74 Tribune Building,

The Pittsburg Times.

PERRY LUKENS, Jr., Eastern Manager.



That's our trade mark and that's what we do. Shall we Advertise Judiciously for you? You furnish a meritorious article and we devote all our skill and experience to creating a demand for it. Together we are sure to win. Write us.

Our book, "America's Magazines and Their Relation to the Advertiser," mailed free.

LORD & THOMAS,
Newspaper and Magazine
Advertising,

45-49 Randolph Street,
CHICAGO.

**Out in the Extreme Northwest
Neck of the Woods Things
are Humming.**

**Seattle is lively. Puget Sound is lively.
Washington is lively.**

The Post-Intelligencer IS BOOMING.

In Seattle they are

Digging a \$7,000,000 canal.
Building a warship.
Putting up factories.
Paving the streets.

On Puget Sound they are

Cutting more lumber than ever before.
Making and shipping more shingles.
Catching and canning more salmon.

In Washington they are

Harvesting a great big crop.
The mines are turning out bullion.
The stock raisers are prosperous.

Do you want Washington Dollars?

The POST-INTELLIGENCER, Daily, Sunday and Weekly, is the paper of Washington. Guarantees double the circulation of any paper in the State.

**Seattle Post-Intelligencer,
SEATTLE, WASH.**



**A. FRANK RICHARDSON,
SPECIAL AGENT,**

13, 14, 15 Tribune Building, - - New York City.

A Woman's Reason

Is usually a good one, even though it is only expressed by a single word, "because." She reads the LADIES' HOME COMPANION because it is a first-class, handsomely illustrated journal, and exceedingly interesting to her.

A Man's Reason

Is also good when he advertises in the LADIES' HOME COMPANION, because its circulation is large and HONEST, and because it appeals directly to the women who are buyers.

GUARANTEED CIRCULATION IS...

175,000 Copies Each Issue.

Subs have increased so rapidly that for several months it has required an average of

179,000

copies per issue to supply paid subscribers.

Mast, Crowell & Kirkpatrick, Pubs.,

SPRINGFIELD, OHIO.

Eastern Office:
Times Bldg., New York City.
JOSEPH W. KENNEDY.

Western Office:
Monadnock Block, Chicago, Ill.
C. HEBER TURNER.

**Out in the Extreme Northwest
Neck of the Woods Things
are Humming.**

**Seattle is lively. Puget Sound is lively.
Washington is lively.**

The Post-Intelligencer IS BOOMING.

In Seattle they are

Digging a \$7,000,000 canal.
Building a warship.
Putting up factories.
Paving the streets.

On Puget Sound they are

Cutting more lumber than ever before.
Making and shipping more shingles.
Catching and canning more salmon.

In Washington they are

Harvesting a great big crop.
The mines are turning out bullion.
The stock raisers are prosperous.

**Do you want Washington
Dollars?**

**The POST-INTELLIGENCER, Daily, Sun-
day and Weekly, is the paper of Washington.
Guarantees double the circulation of any paper
in the State.**

**Seattle Post-Intelligencer,
SEATTLE, WASH.**



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JOSEPH W. KENNEDY.

Western Office:
Monadnock Block, Chicago, Ill.
C. HEBER TURNER.

More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,
New York Representative,
49 Potter Building.

They will Always Stand by Jonson's Inks.

OFFICE OF THE DAILY NORTHWESTERN,

OSHKOSH, WIS., October 10, 1895.

MR. P. I. JONSON, 8 Spruce Street, New York:

Dear Sir—Some time ago we had a barrel of news ink from you which was very satisfactory. We now inclose our check for \$20.00 for another 500 pound barrel for use this fall and winter. As long as you give us as good as before we will stand by you.

Very truly yours,

THE HICKS PRINTING COMPANY

Mem.: I will send five hundred pounds of best news ink ever made; to any part of the world; on receipt of twenty dollars.—P. I. JONSON.

A Mendacious Ink Salesman.

OFFICE OF THE MANHATTAN REPUBLIC,

JAS. P. EASTERLY, Editor and Publisher.

MANHATTAN KAN., October 15, 1895.

P. I. JONSON, 8 Spruce Street, New York:

Dear Sir—I inclose money order for \$2.75 for a 50 pound keg of news ink. Ship by freight. I use a Standard Prouty Press. Temperature of room about 70° Far.

Yours truly,

JAS. P. EASTERLY.

P. S.—A few days ago a traveling man asked me about ink. I replied that I bought my ink at 5½ cents a pound and used the best news ink made. He said: "You are not up to business or you would get your ink for nothing. All you have to do is to buy the Jonson ink and then write him that it is not satisfactory and he'll return your money, and then you have both ink and money." He remarked that he knew men who do so. You hardly need this pointer. I found your ink all right.

Yours truly,

JAS. P. EASTERLY.

Mem.: I continue to ship 50 pounds of the best news ink ever made on receipt of \$2.75. The ink salesman told a lie. Out of all the sales I have ever made I have been asked but twice to buy the ink back.—P. I. JONSON.

Send for my price list. Address,

P. I. JONSON, 8 Spruce St., New York.



*They always praise
Jonson's printing*

INKS



In a recent interview with Mr. F. S. Bartram, a well-known job printer of the firm of Bartram Bros., whose place of business is at 126 Fulton St., New York, Mr. Bartram said: "The only misfortune Jonson labors under is that his inks are so cheap. He can't get printers to take hold of them. Nobody thinks they can be good. Hence the surprise is all the greater after a trial. We always praise Jonson's inks. Our foreman has just reported on a new ink recently bought from Jonson, for which we paid 10 cents a pound, as much better than that for which we formerly paid 40 cents a pound to another ink house."

The majority of the printers and publishers of this country have been so educated into paying high prices for inks that they are mortally afraid to try mine, and they seem to be led, or, strictly speaking, *mised*, by the ink drummers who are traveling regularly through the country, spending money for beer and scoffing at Jonson's inks. I hire no agents to tell glowing tales about my goods. The plain, simple truths mentioned in my advertisements are my only salesmen. But, judging from the number of customers I already have, I know that these advertisements are more beneficial to me than many salesmen would be. I have no bookkeeper. The cash must accompany every order, or I don't ship the ink. When I once get a trial order, I seem to hold the trade. If my inks are not found as represented, I am always willing to buy them back again.

Send for my price list. Address,

PRINTERS INK JONSON, 8 Spruce St., NEW YORK.

Why is STREET CAR ADVERTISING So Popular?

Because:

For circulation covered it's the cheapest advertising in existence. For sure display the limited space guarantees attention. It knows no morning or evening edition but "goes on forever." Modern electric cars give display even better at night than by day. It buttonholes the customer when he is in a receptive mood with time to digest it.

And also "because it is!"

CARLETON & KISSAM,

Exemplifiers of Modern Advertising
of the Kind that Pays.

Postal Telegraph Building, New York.

A TESTIMONIAL TO ST. LOUIS' GREATEST NEWSPAPER

Address all Communications to the Editor

Telephone 3097-Plan

LORD & THOMAS, Newspaper Advertising.

NEW YORK OFFICE
2 TRIBUNE BUILDING

65 TO 49 BROADWAY ST



ADVERTISEMENTS
RECEIVED FOR ANY NEWSPAPER
IN THE WORLD.

Quoted as A.L.T.

STENOGRAPHER -1-

CHICAGO, Oct. 10th, 1896.

E. T. Perry, Esq.,
New York, N.Y.

Dear Sir:--

I am in receipt of your telegram in relation to the circulation of the St. Louis Chronicle, and replying to same will state that on my last trip to St. Louis, the early part of this month--for the purpose of placing quite a large line of advertising for the Sterling Remedy Company--I made it my business to look into the circulations of daily papers to some extent.

I spent considerable time with Mr. H. M. Young, the Business Manager of the Chronicle, who was very frank in going into all the details of the circulation, showing me the records, books, cash receipts &c. I was satisfied from the investigation that I made that the actual circulation of the Chronicle at the present time, and for some time in the past, is to exceed 100,000 copies daily.

I take pleasure in stating this to you, as it is quite a satisfaction in these days to be absolutely certain in your own mind that newspapers are printing what they claim.

As a further proof of my satisfaction, as you know, I have given you a contract for space to be used within the next few months exceeding 10,000 lines.

With very kind regards, I remain,

Yours very truly,

A. L. Thomas

THE SCRIPPS-McRAE LEAGUE.

...Aggregate Circulation Over 300,000 Copies Daily...

THE CINCINNATI POST, THE CLEVELAND PRESS,
THE ST. LOUIS CHRONICLE, THE KENTUCKY POST.

E. T. PERRY.

Manager Foreign Advertising Department,

53 Tribune Bldg., New York.

66 Hartford Bldg., Chicago.